

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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12 NOVEMBER 1962—40c a copy / \$8 a year

ADG CEN ALL L32 NY

**HOW A MARKET  
PROFILE IS  
BORN** p. 27

**The changing  
drug industry  
and radio** p. 37



## **RADIO** moves with a going America

New cars to sell *by* the millions *to* millions of Radio listeners on the move. Only Spot Radio lets you talk to them on the road, anywhere, anytime. Spot Radio on these great stations *will* sell them your product.

Radio Division

**Edward Petry & Co., Inc.**

The Original Station  
Representative

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WDOK	Cleveland	WROC	Rochester
WFAA	Dallas-Ft. Worth	KCRA	Sacramento
KBTR	Denver	KALL	Salt Lake City
KDAL	Duluth-Superior	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WDAF	Kansas City	KYA	San Francisco
KARK	Little Rock	KMA	Shenandoah
KLAC	Los Angeles	KREM	Spokane
WINZ	Miami	WGTO	Tampa-Lakeland-Orlando
KSTP	Minneapolis-St. Paul	KVOO	Tulsa

Intermountain Network



# IN THE INDIANAPOLIS MARKET



The Richard Elliotts, "Typical WXLW Family," shop for holiday finery.

**... DELIVERS YOUR SALES MESSAGE "ON TARGET" TO AN ADULT AUDIENCE** whose needs and buying habits are known in advance! There's no guess-work about it ... *your message is more effective on WXLW!* In this booming market we are the first radio station to "profile" its audience. Creative research in-person interviews\* reveal how our listeners live ... what they eat ... what they wear ... what they're going to buy! With an annual income approximately 30% greater than the average city, county or state resident ... the WXLW audience is your best **SALES TARGET** in the Indianapolis market.

To reach and influence this above average adult listening audience ... who control 22.9% of the Total Apparel Dollars spent in Indiana†—buy WXLW in Indianapolis.

† (1960 U.S. CENSUS REPORT)



**5000 Watts**

**950 Kilocycles**

**Indianapolis, Indiana**



*\*Ask your Robert Eastman for "the typical WXLW family" profile!*

Our thanks to  
**PROCTER & GAMBLE**

and their advertising agency,  
**Dancer - Fitzgerald - Sample, Inc.**  
for selecting **WJIM-TV** to introduce



to outstate Michigan



**WJIM-TV**  
LANSING.....FLINT.....JACKSON



# HOOPER CLOCKS DES MOINES' HOT RATING RACE!



## KSO ADDS 50% MORE AUDIENCE IN 6 MONTHS!\*

No longer is Des Moines' radio dominance a one-station affair. KSO is moving up and alongside traditional leader Station 'R'. Unique programming vigor has made KSO an all-audience favorite. And our hold-the-line rate card makes KSO the leader by far in advertising cost efficiency. Get on the KSO bandwagon and clock your own sales spurt in this major market!

\*Computed from Hooper Share of Audience, Mon. thru Fri., 7 a.m. to 6 p.m.—Aug.-Sept. '62 vs. Feb.-March '62.

DES MOINES and CENTRAL IOWA



LARRY BENTSON President    FRANK McGIVERN Gen. Mgr.    JOE FLOYD Vice-Pres.

Represented by H-R

**MIDCO**

Midcontinent Broadcasting Group

KSO radio Des Moines; KELO-LAND/tv and radio Sioux Falls, S. D.; WLWL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.

# SPONSOR

12 NOVEMBER 1962

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SPONSOR PUBLICATIONS INC. Combined with TV @, U. S. Radio @, U.S.FM @. Executive, Editorial, Circulation, and Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7-8080. Midwest Office: 612 N. Michigan Ave., Chicago 11, 312-664-1166. Southern Office: 3617 Elgin Ave. So., Birmingham 5, 205-322-6528. Western Office: 601 California Ave., San Francisco 8, 415 YU 1-8913. Los Angeles phone 213-464-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 40c. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md. © 1962 SPONSOR Publications Inc.





## Why WJAR-TV bought Volumes 1, 2, 3, 4 and 5 of Seven Arts' "Films of the 50's"

### Says Joseph Sinclair:

President and General Manager, WJAR-TV Providence, R. I.

"There is no question about it, we think Seven Arts' 'Films of the 50's' are the best films available. We purchased Volume 1 to get leadership in the market, and when Volumes 2 and 3 became available we bought them because we knew they would help us continue to maintain our position as the top television station in Rhode Island. We have just recently added Volumes 4 and 5 of Seven Arts' 'Films of the 50's' to our library, assuring us of dominance in this market for a long time to come.

## SPONSORS ARE IMPRESSED WITH RATINGS,

and the way to get numbers is to run the best films. Seven Arts' 'Films of the 50's' have always done very well for us rating wise, and as for sponsors . . . they're happy, and have been for some time."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive. ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)  
Individual feature prices upon request.

## ADMAN'S SELF-APPRAISAL

I greatly enjoyed the 22 October *Commercial Commentary*. It is a wonderful and penetrating appraisal of what goes on in an advertising man's mind and heart—from his early years right on up through maturity.

In all of the AAAA, ANA, and AFA discussions on the subject, no truer words have been spoken than yours: "Our real image problem is within ourselves, not the outside world," and "What most of us need is a more meaningful and personal philosophy about our work."

Congratulations on this perceptive analysis of the advertising man's self-appraisal problem.—**ROBERT L. HUTTON, JR.**, v.p., Petry & Co., New York.

## RADIO AIDS INSURANCE

I enjoyed the article "Insurance: Why Radio Can Help" in your 1 October issue.

Please send me six reprints at your earliest convenience.—**JOHN W. UPHAM**, assistant manager, KTNT (AM & FM), Tacoma, Wash.

I am a senior in advertising in the School of Journalism at the University of Kansas. I am currently enrolled in a class which is study-

ing advertising campaigns.

Our project for the semester is to plan an advertising campaign for an insurance company.

Because of this project my attention was drawn to the article, "Insurance: Why Radio Can Help," in the 1 October issue of *SPONSOR*.

This article contains much information that would be of invaluable aid to the class in the planning of the campaign. However, since we do not all have a copy of the magazine, I am writing to inquire if reprints are available.—**CHARLES MARTINACHE**, Lawrence, Kan.

- For single copies, the cost is 45 cents per reprint. Prices for larger quantities upon request.

## NAFMB-MAGNAVOX CONTRACT

Your "to-the-point" reporting of the NAFMB-Magnavox Corporation arrangement in the article "Magnavox Puts \$150,000 in Fm" (29 October), is very much appreciated. The NAFMB has gone to great lengths to indicate this is not rate cutting. The donated spots would be a part (in a sense) of the membership dues structure.

I'm very happy to report to you that non-member fm stations are joining NAFMB now that addi-

tional concrete evidence of fm promotion can be of aid to all of us.

The faith of Magnavox and Kenyon & Eckhardt in fm certainly gives credence to what those of us in the industry have felt for several years: the medium of the future—today.—**WILL COLLIER BAIRD, JR.**, secretary, National Assn. of FM Broadcasters, Washington, D. C.

## NO SINGING COMMERCIALS

During World War II, there appeared atop an apartment building on East Jefferson Avenue here in Detroit, an illuminated sign, "WWJ . . . No Singing Commercials," an indication that at that time singing commercials were quite odious.

We wrote recently to Mr. James Schiavone, general manager of the Detroit *News* stations here in Detroit, voicing our opinions about singing commercials. We enjoy the programs, but cannot take these singing commercials.

What we'd like to know is: what is there about singing commercials that makes the sponsor think they are so much more effective than the plain spoken word?

Is it not just as effective on the average viewer or listener to tell them in good English about the qualities of the product, as it is to tell them in squealing loud, screaming, discordant singing jingles?

This is one of the things that baffles us about modern living. We have nothing but scorn for those who sigh for the good old days, and we marvel at the luxuries of modern living . . . television included. However, these singing commercials are something that we have not as yet learned to live with.

Mr. Schiavone seems to think that maybe you could tell us. After all, the stations are merely the media, and send out whatever is given to them by the advertisers' agencies. Some of these commercials are an insult to our intelligence, and make us think pretty low of the products; there must be others like us.

Could you tell us what the thinking is in the industry?—**CORNELIUS J. HUYSKEN**, Complete Insurance Service, Detroit.

- *SPONSOR* has written an answer to Mr. Huysken, but perhaps others in the business would like to write him, too.

# 4-WEEK CALENDAR

## NOVEMBER

American Assn. of Advertising Agencies eastern annual conference: Americana Hotel, New York, 13-14.

National Assn. of Broadcasters fall conferences: Muchlebach Hotel, Kansas City, Mo., 12-13; Brown Palace Hotel, Denver, 15-16; Sheraton-Portland Hotel, Portland, Ore., 19-20.

Illinois Broadcasters Assn. fall meeting: Sheraton Chicago Hotel, Chicago, 12-13.

Electronic Industries Assn. fall radio meeting: King Edward Hotel, Toronto, Ont., 12-14. Two sessions on radio and tv receivers are scheduled, both on 14 Nov.

Television Bureau of Advertising annual meeting: Waldorf Astoria Hotel, New York, 14-16.

Detroit Station Representative Assn. luncheon meeting: Sheraton-Cleveland Hotel, Cleveland, O., 20. Guest speaker: Commissioner Robert E. Lee of the FCC.

Advertising Research Foundation mid-western conference: Ambassador West Hotel, Chicago, 29. Theme of conference: "The Ideas Behind Agency Computers."

Advertising Federation of America board meeting: Poor Richard Club, Philadelphia, 30; eighth district meeting: Red Carpet Inn, Milwaukee, 30-2 December.

## DECEMBER

NBC Radio and Tv Affiliates meeting: Americana Hotel, New York, 4-5.





**Hey!  
We've  
changed  
our  
name to  
KNBC!**

**DON'T SHOUT.**

Psssst! We've changed our name. KRCA/4 Los Angeles is now KNBC/4 Los Angeles. And we've moved to more modern television facilities in the NBC studios here. Of course, our transmitter stays exactly where it is. And we'll continue to provide the same strong coverage in the ever-growing Los Angeles area. We wouldn't have it any other way. Come to think of it, neither would our viewers.





**HOW  
MANY  
SHADOWS  
MAKE  
A MAN?**

Until now, this was a basic question forced upon advertisers planning and attempting to evaluate a network radio campaign and the full scope of a network radio audience... **Any Network Radio Audience!**





The vast consumer reach of automobile radio and of transistor radio had to be utilized as an undetermined plus factor to radio in the home, as it was used over a decade and a half ago • 41 MILLION PEOPLE (not houses) drive to work regularly and

there are nearly 47 MILLION CAR RADIOS in the country today. • It is readily admitted that noteworthy numbers of transistorized radio sets are listened to daily in and out of the home in every community coast to coast. • Yet the answers to questions vital to planned, creative advertising as: WHO is listening? HOW MANY are listening? WHEN do they listen? WHERE do they listen? WHAT do they hear?—these answers have, until now, remained conspicuous by their absence!

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NOW, ABC RADIO has inaugurated a reliable RADIO ACTIVITY SERVICE through SINDLINGER & COMPANY, INC., that will provide these answers for ALL NETWORK RADIO programming regardless of where or when it is listened to and regardless of the size or type of the radio unit.

---

**THE RADIO ACTIVITY SERVICE** is founded on a national consumer sample of at least 24 THOUSAND PEOPLE every month. A different national sample is taken every day, seven days a week in 187 representative markets, 287 A through E and rural counties. • **REPORTS WILL BE PUBLISHED MONTHLY** and will reflect total listening in terms of people of all radio programming. • **MALE AND FEMALE LISTENERS** over the age of 18 will be reflected separately and in total for the entire country and by geographic region — East, Middle West, West, South. • **THE PER CENT OF TOTAL POPULATION** over 18 years of age listening to any program will be shown in each report. • **BUYING PLANS AND PRODUCT USE** of ABC Radio and other network audiences will be available on special order.

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**THE SINDLINGER TELEPHONE INTERVIEWING METHOD** has been carefully developed over the past eleven years. Its reliability for accuracy has been repeatedly proven to some of the country's leading business concerns who have utilized its results: CHRYSLER CORPORATION • FORD MOTOR COMPANY • WESTINGHOUSE ELECTRIC CORPORATION • E.I. DUPONT DE NEMOURS COMPANY • CAMPBELL-EWALD COMPANY • CHASE MANHATTAN BANK • FEDERAL RESERVE BOARD • FORTUNE MAGAZINE • GENERAL ELECTRIC COMPANY • SCOTT PAPER COMPANY • NEW YORK STOCK EXCHANGE • IRVING TRUST COMPANY • U.S. STEEL CORPORATION • GENERAL MOTORS CORPORATION • NATIONAL INDUSTRIAL BOARD •

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**THE FIRST RADIO ACTIVITY SERVICE REPORTS** are available now through ABC Radio. Additional information, general or technical, will be supplied in full upon request. • It is the sincere belief of this network that the radio branch of the broadcasting industry is a powerful and effective selling force for American manufacturers. It is also our belief these manufacturers and their advertising agencies must have available to them regular and reliable information upon which to determine realistically the truly vast reach of Network Radio Today. • **THE SINDLINGER RADIO ACTIVITY SERVICE** has been inaugurated by ABC Radio to provide this information so that advertisers can fully utilize this medium's ability to sell the millions of heretofore uncounted consumers it reaches every day.



**one**  
**is**  
**outstanding**



**THERE IS ALWAYS A LEADER**, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy **WGAL-TV**—the one station that is outstanding.

**WGAL-TV**  
*Channel 8*  
**Lancaster, Pa.**

**NBC and CBS**  
STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



# SPONSOR-WEEK

Top of the news  
in tv/radio advertising  
12 November 1962

## **P&G CANCELS BUFFALO AFTER NETWORK TV RATE HIKE**

In an unprecedented action Procter & Gamble last Thursday afternoon instructed its agencies to cancel all tv network commitments involving the Buffalo market. It was in reprisal to the networks' raising their Buffalo rates by 25-30%. The paradox of the procedure: Most of the money conserved from the network cancellation will be accorded to spot buys in the same market, since the stations did not broadly elect to hike their spot rates. The chastizing of the networks followed a P&G protest and request that they try to induce the stations to return to the status quo. CBS TV, in particular, is said to have retorted: stations don't tell us what the rate should be; we tell them. P&G's basic reason for taking its drastic stand: budgets on each brand are set a year in advance and if the company went along with substantial rate hikes by the networks the brands would find themselves overspent. Affected by the pull-out, effective at the end of this quarter, are such nighttime programs as Car 54, Rifleman, Ben Casey, Wagon Train, Dick Van Dyke, and I'm Dickens—He's Fenster. (For background, see *Sponsor-Scope*, page 20, and 22 October *Sponsor Scope*, page 19.)

## **MAXON TO ACQUIRE ADAMS & KEYES**

Adams & Keyes will become part of the Maxon agency effective 1 January. Maxon will acquire about \$5 million of additional billings, including such major accounts as Revere Copper, Stouffer Chemical, and Allegheny Power. However, Roxbury Carpet will not go to Maxon, which already has Mohasco's Mohawk Carpets. Key personnel who are part of the move include the following: Stan Keyes, Jr., who'll be a senior v.p., Alfred Anthony and John Lawton, both to be Maxon v.p.'s, and also Troy Ferguson and Thomas Gullette. Incidentally, C. Terence Clyne, who joined Maxon earlier this year, has been elected executive v.p.

## **\$1 MIL. FOR BUFFERIN, EXCEDRIN ON NBC TV**

Bristol-Myers (Y&R) will spend \$1 million during the first quarter for Bufferin and Excedrin on NBC TV. In the budget for the fourth quarter of 1962 Bufferin had 65 announcements and Excedrin had 40.

## **SINDLINGER FIGURES TRIPLE NETWORK RADIO SIZE**

Although the first official Sindlinger report isn't in yet at ABC Radio, the network is showing some of the facts and figures the new service has reported. In effect, gains of 200% more are shown in drive time of an audience not measured by in-home machines, and not projected by other services. The three-fold ratings apply to all the networks, not just ABC. Sindlinger, in fact, shows CBS Radio at the top and Mutual trailing with ABC Radio and NBC Radio contending for second place. Although the facts given apply to networks, the conclusions will affect all radio.

## **SPONSOR-WEEK** | Top of the news in tv/radio advertising (continued)

### **ABC TV REPORTS \$5 MIL. SALES WEEK**

A total of \$5.5 million in new business was reported by ABC TV for the sales week ending 2 November. Most of it is for the first quarter. Nighttime buyers include Metrecal, Jergens, Clairol, Brown & Williamson, and U. S. Rubber. On the new daytime sales roster are Minute Maid, Sunshine Biscuits, R. T. French, and Metrecal again.

### **80% WATCHED ELECTION COVERAGE ON TV NETWORKS**

Arbitron reports are that an average of 80% of U. S. tv homes watched election coverage last week on the three networks from 7 to 11 p.m. The three-network competition was won by NBC TV with a 21.5 average rating, followed by CBS with 15.6 and ABC with 7.3. Of those watching the returns on the networks, 48% followed NBC, 35% watched CBS and 17% saw ABC, according to the four-hour Arbitron averages.

### **DISTRIBUTORS REACT TO BLOCK BOOKING DECISION**

Tv motion picture distributors, after losing their appeal in the Supreme Court block booking decision last week, are preparing to comply with the unfavorable decision. It was unanimously ruled that block booking violates the Sherman anti-trust act. A majority of the court ordered distributors to price pictures separately from the start of negotiations. However, the court protected distributors from being forced to sell individual pictures during conflicting negotiations on packages. This clause—regarded as the most important one in the ruling—will soften the effect of the court decision and keep the market much as it is now, according to trade observers. Distributors see a great amount of additional paperwork in the separate pricing of pictures. But no upheaval in the tv movie market is expected. In fact, several of the many distributors long ago took moves to anticipate the court decision or to protect themselves from anti-trust accusations in negotiations. The six principals in the unsuccessful appeal were Loew's (MGM-TV), Screen Gems, AAP, UA, C&C, and NTA.

### **INTERPUBLIC ACQUIRES JOHNSTONE**

Interpublic Incorporated is increasing its base of agency holdings, the latest acquisition being Johnstone, Inc., an agency specializing in women's markets. Interpublic already has several other agencies: besides McCann-Erickson and McCann-Marschalk, it has Holst & Male in Hawaii and its London affiliate, Pritchard, Wood & Partners, is mulling a branch here.

### **ANA ELECTS OFFICERS**

In elections last week at Hot Springs, Va., Harry F. Schroeter of National Biscuit Company became chairman of the board of the ANA. He had been director and chairman of the ANA broadcast committee. In other elections, Douglas L. Smith of S. C. Johnson was elected vice-chairman and Peter W. Allport was re-elected president.

**SPONSOR-WEEK continues on page 14**



## How to churn up sales in Cleveland



Buy WHK RADIO, the station which corrals 50% of all the local radio investments in a competitive 8-station market. For example, The Milk Industry Liaison Committee wanted to boost milk consumption. According to Mr. James P. Kovach, account executive for Lang, Fisher

and Stashower agency: "We included WHK because the mass audience which the station reaches represented a large potential for our client." That's why the number one station with local business leaders, and the Cleveland public (for over two years\*) is WHK RADIO, CLEVELAND

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES JACK THAYER, V.P. AND GENERAL MANAGER, A DIVISION OF METROMEDIA, INC.

## **SPONSOR-WEEK** | Top of the news in tv/radio advertising (continued)

### **BATTLE OF THE SYSTEMS**

The conflict of private vs. national brands can lead to cuts in advertising budgets, if national labels try to compete by price cutting, Barton A. Cummings, president of Compton, warned the ANA last week. Cummings urged national brands to use sound pricing, product and packaging improvements, and to make timely changes. (*For story, see p. 33.*)

### **4A's EASTERN CONFERENCE TO OPEN TOMORROW**

Some 1500 are expected to hear 49 speakers or panelists in nine events of the two-day eastern annual conference of the 4A's, starting tomorrow at the Americana Hotel in New York City. A tv panel will discuss new directions such as the magazine concept, tv costs, color tv, pay tv, and related topics. Panelists will include Michel Dann, CBS TV; Sheldon Leonard, T&L; Lee M. Rich, B&B, and Sylvester Weaver, M-E.

### **ANA-4A'S SET UP JOINT TALENT UNION COMMITTEE**

A joint policy committee for broadcast talent union negotiations has been established by the ANA and the 4A's. Committee consultant Guy Farmer reported that the committee took the lines set down last February at the ANA tv workshop in New York. There will be an advertiser-agency joint committee on policy, interpretation and administration matters, but this committee will delegate tv commercials code negotiations to agency representatives and will allow other industry groups to participate.

### **VIDEOTAPE, THE STATION SALESMAN'S FRIEND**

Tv tape is being widely used by stations as a sales tool—apart from its production chores, reports TvB. Of 190 stations surveyed, three-fourths had tape facilities. Of these, 71% reported increases in local business because of tape. Stations were also using tape heavily to make sales presentations and commercials for prospective advertisers. (*For story, see p. 32.*)

### **LUCY TO PREXY OF DESILU**

Lucille Ball has been elected president of Desilu Productions, upon the resignation last week of Desi Arnaz. It was announced that she will purchase enough outstanding stock to obtain a majority.

### **FCC AUTHORIZES WLYH-TV MOVE TO LANCASTER**

The FCC last week authorized WLYH-TV, a Keystone Group member of the Triangle stations, to move its main studios from Lebanon to Lancaster, Pa. The change will be effective 1 January, at which time the station will also commence its affiliation with CBS TV.

**SPONSOR-WEEK continues on page 58**





## Many helped make Lincoln Center great ...WABC proudly lent a helping hand!

Before the first note of music was heard, New York's Lincoln Center had been a community undertaking which involved many people. One member of that community, WABC Radio, knowing the financial obligations still facing the Center, utilized over 100 prime time newscasts to urge its listeners to attend the fund raising concerts at Philharmonic Hall. When this first permanent building of Lincoln Center opened its doors, thousands of New Yorkers attended. Thousands more heard the dramatic story of Lincoln Center told by the people who shared in its conception on WABC's documentary series "Challenge '62." Thus, in New York, WABC extended a wel-

coming hand to its new neighbor—Lincoln Center. This community action programming on the part of WABC is typical of the way the six ABC Owned Radio Stations respond to the needs of their communities. It is also a good reason why each ABC Owned Radio Station has won deep community respect.



**ABC OWNED RADIO STATIONS**

**WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO  
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES**

# **“THOSE D\_\_\_\_\_ \* COMMER- CIALS!”**

The reformer curses the commercial as “evil”; the pragmatist regards the commercial as a “necessary evil”; today’s economic realist hails the commercial as “necessary”. . . and in the public interest.

Advertising is public persuasion—an effort to get someone to do something—an extension of the face-to-face persuasion that is as old as Eve seeking Adam. In a complex society advertising is an indispensable substitute for this personal salesmanship. It helps create mass demand and in turn mass production, mass employment and a high standard of living.

Corinthian believes it more than coincidence that the increases in gross national product and consumer sales in the past decade have correlated so closely with the growth of television viewing and television advertising. The television commercial has become the vital ingredient of a mass production and mass consumption economy. It combines public persuasion with face-to-face personal selling.

So the next time your mother-in-law curses the commercials, remind her that **THEY SATISFY . . . . . vital economic needs.**

---

\*Demand-producing

*Responsibility in Broadcasting*

## **THE CORINTHIAN**



# SPONSOR BACKSTAGE

by Joe Csida

## Surprise hit—"Hillbillies" in top 10

The first ratings are in and the usual palpitations, panic, gloating and/or celebrations (depending on how your show is faring) have begun. The folks at Leo Burnett and client Kellogg, as well as the R. J. Reynolds people and agency William Esty, surely have cause to celebrate, because their *Beverly Hillbillies*, carried on 180 CBS TV stations Wednesday nights 9 to 9:30 p.m., is the surprise hit of the new season. In the 7 October Nielsen it came in a potent number four (tied for that spot with *Bonanza*) with 31.3% of the U. S. tv homes, or 15,587,000 homes. It was topped only by the *Lucille Ball Show*, which scored number one with 34.8 and 17,330,000 homes; the *Andy Griffith Show* in the place spot with 32.8 and 16,334,000 homes and the *Danny Thomas Show* with 32.5 or 16,185,000 homes.



The other five shows in the 7 October top 10, in rank order from a third tie for the number four spot, the Sunday World Series game, through 10, were: the *Red Skelton Show* with 30.3 and 15,089,000 homes; the all-star variety special, *Opening Night* with 28.1 and 13,994,000 homes; *Hazel* with 26.2 and 13,048,000 homes, and the *Jack Benny Show* with 25.8 and 12,848,000 homes.

It would be reasonable to assume that there is some jubilation in the executive suites of General Foods, Young & Rubicam and Benton & Bowles. General Foods is the adroit sponsor of no less than five of the 10 top rated shows in the country, namely the *Lucille Ball Show* (1), the *Andy Griffith Show* (2), the *Danny Thomas Show* (3)—how's that for buying 'em, the top three in a row—*Opening Night* (8) and the *Jack Benny Show* (10). Young & Rubicam bought Ball, Benny, and *Opening Night* for the big food company, while Benton & Bowles made the Danny Thomas and Andy Griffith deals. Both the Thomas and Griffith shows, incidentally, are produced by Thomas' producing organization. (And this may be a good spot to wonder parenthetically whether the consistent high ranking position of the *Andy Griffith Show*—since Andy, of course, is rather countrified—may not be a good tip-off as to why the *Beverly Hillbillies* program is making it so big.)

### Network competition

There can be even less doubt that there is moderate dancing in the corridors at CBS. No less than seven out of the 10 shows under discussion are telecast on the Paley-Stanton-Aubrey web. The other three, the World Series, *Bonanza*, and *Hazel*, belong to NBC.

For the week ending 21 October the Nielsens reaffirmed CBS TV's lead position in this new season. The nationals rating, encompassing prime-time half hours (weekdays from 7:30 to 11 and Sundays from 7 to 11), rank the three webs like this: CBS, 17.9; NBC, 16.7, and ABC, 15.4. On Wednesdays, Thursdays, Fridays, and Sundays CBS and NBC are almost neck and neck in the overall struggle. CBS has moved out in front sharply in the ratings Mondays, Tuesdays, and Saturdays.

(Please turn to page 24)



**KHOU-TV**  
HOUSTON

**KOTV**  
TULSA

**KXTV**  
SACRAMENTO

**WANE-TV**  
FORT WAYNE

**WISH-TV**  
INDIANAPOLIS

**WANE-AM**  
FORT WAYNE

**WISH-AM & FM**  
INDIANAPOLIS

Represented by H-R

# TATIONS



## Where Philadelphia Counter Spies Found Stella D'oro

First, "they" heard about Stella D'oro biscuits and bread sticks via an exciting "Be a Counter Spy" schedule and contest on Radio (on WIP: 140 announcements in four weeks). Purpose of the campaign: To create awareness (not sales) for Stella D'oro display racks. (These were often placed in hard-to-find locations).

As part of the contest, people were asked to describe the exact location of Stella D'oro racks.

RESULTS OF THE CAMPAIGN: Thousands wrote

in and correctly identified specific locations. In a matter of weeks, sales figures showed an actual increase, reversing a downward trend. OUTCOME OF THE CAMPAIGN: Stella D'oro now begins a year-long "hard-sell" campaign exclusively on one station, WIP Radio.

Schedule your next Philadelphia campaign on WIP because: Nice things happen to people who listen to (and advertise on) WIP, Philadelphia's Pioneer Radio Station.

## WIP/610, Philadelphia



# SPONSOR-SCOPE

12 NOVEMBER 1962 / Copyright 1962

Interpretation and commentary  
on most significant tv/radio  
and marketing news of the week

If your'e looking for a very recent unique air media success story, you can cite the job that's induced Rexall to increase its promotions to six a year and on each of these occasions to use all three tv networks and four radio networks plus Keystone.

These are saturation efforts designed to make sure that every one of the 11,000 Rexall dealers gets coverage from tv or radio or both.

The combination of tv and radio for the 1¢ Rexall sales proved so successful that it was decided to go in for an added series of special promotions on limited Rexall lines but to reach for as close to 100% air coverage as possible.

What this has entailed, it is estimated, is a tripling at least of the Rexall budget and a bit of laurel for BBDO's shrewd exploitation of a good thing.

Good news for spot radio: Knox Reeves, Minneapolis, is mulling recommending to General Mills a huge radio plunge for its cereals, particularly Wheaties.

Two likely influentials: (1) the consistent success Cream of Wheat (now at the tv-oriented Bates) has had with spot radio; (2) Kellogg's reentry into the medium.

All signs have been pointing to spot tv's sturdy welfare extending into the first quarter of 1963 but a dark cloud could loom over this bright outlook.

The source of this overshadow would be the networks. Among them they've got an unsold nighttime inventory of around 900 commercial minutes.

What might ensue is this: a scramble to unload at depressed prices.

If the level of the units is low enough, the bargain-inclined advertiser would find it hard not to respond.

And whence would he scrape up the money? Answer: most likely his spot budget, particularly if his relatively minor magazine appropriation is committed for the next quarter.

Detroit will be doing somewhat better by network tv in the first 1963 quarter than it did for the like period of the year before.

Patently, the automotives are living up to the precept of putting most of your money into the model introductory period, because the commercial minutes booked for the next quarter are 212 less than prevail in their behalf during the current quarter.

Following is a breakdown by company or divisions of commercial minutes and home impressions as estimated by SPONSOR-SCOPE for the initial 1963 quarter, involving regularly scheduled series, sports and specials:

ADVERTISER	ABC TV	CBS TV	NBC TV	TOTAL MINS.	HOME IMPRESSIONS
Buick	0	0	21	21	170,000,000
Chevrolet	39	39	78	156	2,800,000,000
Chrysler Corp.	0	0	50	50	400,000,000
Ford Division	0	19	60	79	750,000,000
Ford Institutional	0	27	0	27	130,000,000
General Motors	0	0	8	8	40,000,000
Lincoln-Mercury	79	0	6	85	320,000,000
Oldsmobile	0	20	0	20	200,000,000
Pontiac	20	0	0	20	140,000,000
Studebaker	0	20	0	20	160,000,000
United Motor	0	0	33	33	150,000,000
Willys	0	13	0	13	90,000,000
TOTAL	138	138	256	532	5,350,000,000

The tug-of-war between the U. S. and the Soviets may have bigger stakes, but there's one stemming from the Cuban crisis which holds a certain significance in tv network-affiliate relations.

The issue is one revolving around the principles of **importance vs. fairness.**

A group of recalcitrant affiliates have taken this position: **they grant that the news specials during the crisis were of utmost importance but why, they ask, did the networks have to preempt station time for them, with the result that the stations would be compelled to make good to spot advertisers?**

The method that the recalcitrants are taking to make good these makegoods: **preempting the time of regularly scheduled programs.**

The networks' riposte: in a suspense buildup such as prevailed during the Cuban crisis you can't stop to think which time is who's; **amenities go by the board when the world itself is on a teeter-board and you try to live up to your responsibilities.**

P&G is taking its time about deciding what to do in principle with such markets where the rates, network as well as spot, undergo a sudden substantial rate increase.

Per P&G's request all agencies have submitted suggestions of modus operandi in such cases. A couple of them have **proposed outright pullouts.**

What triggered the pother: raising of network rates among the Buffalo stations.

Entailed is this sensitive and obvious question: **do you cut off your nose to spite your face, especially when the market ranks among the top 20.**

On the other side of the coin is the P&G angle that an advertiser shouldn't be expected to absorb rate hikes ensuing from new station ownership.

Leave it to S. C. Johnson to come up repeatedly with a winning market concept.

It's done it again with the **packaging bit for J-Way**, its lawn fertilizer which was test-marketed last spring.

As was the case with Johnson's shoe polish line, the **J-Way package is the applier.**

The fertilizer is packaged in a plastic spreader, which serves to cut down the time required to fertilize a lawn.

According to present indications, **spot tv will be J-Way's prime sales tool come spring.**

J-Way's No. 1 contender will be Swift's **Vigoro (Burnett)**, an oldie, which last spring put a lot of weight into spot tv and gives promise of upping that weight in 1963.

General Foods is testing via spot tv a packaging product designed to offer a la Metrecal (but not as a calorie controller) the equivalent of a well-balanced meal.

The name of the newcomer: **Brim.**

Test areas: **Schenectady-Albany and Columbus, Ohio.**

Benton & Bowles as agency for Florida Citrus last week dangled before ABC TV \$1.5 million and a new variation of what might be called the guaranteed circulation concept.

The proposition: the network deliver a nighttime package of minutes which would produce **500 million home impressions.**

Reduced to **cost-per-thousand, the accumulation comes out to a \$3-level.**

Of interesting note: the complexion of the provisions of the buy were so unusual that the decision was referred to **ABC TV top management.**

A spokesman for ABC TV told SPONSOR-SCOPE that the deal did not entail the network's **making good the difference in spots** in the event the designated half billion came was not reached within a designated period.



The news from the tv network fronts last week had the three soap giants going through the throes of cancellations, reductions and money relocations.

By company events took this shape:

**P&G:** It cancelled out the minutes it had in four NBC TV nighttime shows, with a good possibility of much of this cutback going into spot next quarter.

**Lever:** Reduced by seven and a half minutes a week the daytime schedules it had on the three tv networks. Included were Love of Life (CBS TV), Dr. Malone (NBC TV) and Tennessee Ernie (ABC TV). Estimated cutback: \$800,000. It says it'll be back in network tv daytime in April or March.

**Colgate:** Renewed but four and a half of its present six and a half quarter-hours weekly on NBC TV, switching most of the difference to the Tennessee Ernie locations that Lever had vacated. It has five quarter-hours on CBS TV.

The daytime side of ABC TV has added a gimmick to the Tennessee Ernie Ford strip which it's sure will make the show, when it goes noon to 12:30 19 November a natural for grocery, especially food, items.

The gimmick: emphasizing to housewife viewers the image that they can have lunch with Ernie Ford.

In other words, Ford will partake of lunch during the course of the half-hour and he will use this as a springboard for his commercials.

The sales dither now is to go after such accounts as Campbell Soup, Maxwell House coffee, Sunshine crackers, Kraft cheese, Hudson Napkins, and you name it.

The tv networks have suddenly become the beneficiaries of a bonanza from the phenomenally successful Clairol (FC&B), now in the Bristol-Myers fold.

Clairol business has been so far above estimates that the hair tint is adding \$1.5 to \$2 million to its current quarter expenditures on the three networks.

The money is going into nighttime minutes, daytime and a special (the Bing Crosby-Mary Martin Christmas Eve hour, which in itself will cost \$500,000 in time and talent).

On ABC TV it's 30 daytime minutes and participations in Flintstones, Astaire, Mr. Smith Goes to Washington, Sunday Night Movie and the Orange Bowl parade. The NBC TV buy includes Dr. Kildare.

Judging from the first few games, the audience attracted to network tv football this season should turn out the biggest ever, and by far.

Here's an average of football viewing for the three top fall series based on the 4 September and 1 October week for each year, with the Nielsen tv index as the source:

SERIES	1962			1961	
	AVG. %	AVG. AUDIENCE	AVG. %	AVG. AUDIENCE	% INCREASE
NCAA	11.9	5,926,000	9.9	4,643,000	28.0
AFL	6.5	3,237,000	4.5	2,110,000	53.4
NFL	10.8	5,378,000	7.0	3,283,000	63.8
AVERAGE	9.5	4,731,000	6.9	3,236,000	45.5

Note: (1) College football may have had the smallest increase but it's still the kingpin of viewer attractions; (2) football viewing peaks in November-December. Hence there's good possibility of the over-all average increase going to over 50%.

NBC TV daytime sales appear to have tossed in the towel with regard to retaining Lestail, now at F&S&R, for the first 1963 quarter.

The story as NBC TV got it is that Lestail wants to cut back its coverage, eliminating the western part of the country and that ABC TV is agreeable to providing lineups tailored to that strategy.

The understanding is Lestail will also buy some nighttime participations on ABC TV.

You can expect the matter of piggybacks to be high on the agenda of the NAB Code Review Board when it meets in Washington 10 December.

The SRA appears convinced that the board will react favorably to what the station rep organization describes as a **groundswell among tv stations to apply a drastic reinterpretation** to the fashion and use of piggybacks.

Meantime the Code Review Board members have been asked to submit their recommendations for discussion at the meeting.

Nielsen is basing its calculations of homes reached by tv network fare for the rest of this year on this estimate of total continental U. S. tv homes: 49,800,000.

The base, set up as of September, puts tv home saturation at 91%.

For all 50 states the estimated count is 50,003,000 homes.

Estimated families for September: continental U. S., 54,868,000; everything including Alaska and Hawaii: 55,092,000.

The November bookings with the leading tv reps show so far every indication for a record month, even though the billings may not be as big as October's.

There's been quite a pickup lately in December business—three perfumes are competing for Christmas buying—and the post-15 December dropoff in business may come materially below traditional behavior.

Judging from one top agency's summary of the latest Nielsen national report, CBS TV has scored the widest competitive gap in years in terms of over-all prime time averages:

NETWORK	AVERAGE %	HOMES REACHED PER AVG. MINUTE
ABC TV	14.7	7,321,000
CBS TV	19.6	9,761,000
NBC TV	17.6	8,790,000

Considered by agency marketingmen one of the more curious contrasts in consumer targeting is the cold cereal field as exemplified by Kellogg, General Mills and General Foods.

In essence, Kellogg and General Mills tv advertising, as these marketers see it, suggest an **emphasis on getting around the middleman** (the mother who does the purchasing) and **maximizing the appeal on the weighty consumer, the youngster.**

General Foods' Post Division, on the other hand, is more concerned with the **prestige of its brands** and hence uses a **greater share of nighttime** to focus its efficiency on the middleman.

For Kellogg and General Mills it's a **strategy that dates back to early radio.**

To the media analyst the latest data innovations in the ARB and Nielsen local rating reports suggest an **underlying variance in tool usage.**

The difference basically: ARB is attempting to do a **breakout service in two directions, namely planning and buying**, whereas Nielsen treats it all as one thing.

Another facet distinguishing ARB: **taking over more and more the everyday arithmetic function of the buyer.**

It was ABC TV that suggested the **rejuxtapositioning of the Rifleman and the Dakotas** and it was P&G that turned down the idea.

P&G didn't fancy having Rifleman at 7:30 p.m. in the summer months.





## In Indianapolis—people are listening for the **"SOUNDS OF THE CITY"**

The "Sounds of the City" are keeping people attuned—and tuned—to WFBM in Indianapolis!

At any moment they might hear a just-for-fun broadcast from a city school-yard at recess . . . or an interview with anyone from a visiting celebrity to a local shoe shine boy. We have even sent our man up on a girder to interview a riveter

at work high above the city's skyline.

In short, our audience expects the unexpected from WFBM Radio . . . and they listen for it. WFBM has their attention.

If that sounds like the climate you'd like for your advertising, this sounds like the time to call your KATZ man!

# WFBM RADIO

1260 INDIANAPOLIS

TIME-LIFE BROADCAST INC.  
Represented Nationally by the KATZ Agency

IN  
PORTLAND  
OREGON...  
IT'S  
EYE-CATCHING

The weather isn't always exactly sports-suited here. When the weekends are just too wet, a great many men (and women, too) in Portland and 34 surrounding Oregon and Washington counties, will tune in on KOIN-TV. It's so easy for a man to just sit back and watch his favorite sport. It's so easy to reach that man, with KOIN-TV. Nielsen has our score.



**KOIN-TV**



Channel 6, Portland, Oregon  
One of America's great influence  
stations

Represented Nationally by  
**HARRINGTON, RIGHTER &  
PARSONS, INC.**

Give them a call, won't you?

# SPONSOR BACKSTAGE

Continued

Some of the shows which are doing well are the expanded *Alfred Hitchcock Hour*, now on CBS on Thursdays along with *Mr. Ed* and *Perry Mason*. These three items are proving formidable opposition to NBC's strong Thursday line-up, which features *Hazel* and *Dr. Kildare*. Thursday is a good example of how ABC has been slugged in the ratings.

The new *Jackie Gleason Show* on CBS on Saturday night is coming in strong, leading both the new *Sam Benedict* show on NBC and the Roy Rogers show on ABC.

The new *Jack Paar Show* is doing nicely. Among the stanzas which are hurting is *The Untouchables* now on Tuesday nights against powerhouse Jack Benny and Garry Moore. (Incidentally, I hear Garry and CBS are being sued for \$50,000 by a fellow from Baltimore named Robert Reitz, who caught Roger Maris' 59th home run in Yankee Stadium. Reitz claims he was subjected to "slander, ridicule, insult and embarrassment" because on the *I've Got a Secret* show, Garry was supposed to have said: "How about that creep from Baltimore. He wanted \$2,500. I am ashamed to admit I came from Baltimore.")

## Country comedy rage

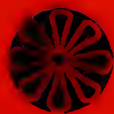
It is no secret at all that the startling success of the *Beverly Hillbillies* show is giving video's highest priced program, the *Perry Como Show*, real fits. The 21 October Nielsens show my old buddy down to a 15. The new *Hillbillies* series, incidentally, has taken a pretty fair panning from most of the critics. Its characters are as stock as the Hatfield-McCoy type cartoons Robert Holley did for *Esquire* years ago. But by the same token they are every bit as funny. Not subtly so. No sophistication. Not an iota of dedication to reality or even plausibility, but plain, forget-about-Castro-and-Krishna-Menon funny.

Because this back-hills family group struck oil on their property, they're now living in swank Beverly Hills. Carl Reiner, a New York expatriate now living rich and growing like a vegetable in Beverly Hills, did an excellent *Life* magazine piece on the community a few issues back. If you go for a walk, says Carl quite accurately, you are likely to be arrested, because no one in Beverly Hills ever goes for a walk. You can readily understand what a nice, comedic working contrast a group of straw-in-the-ears country characters (even stock ones) make to this sophisticated Beverly Hills background.

A very capable film writer named Paul Henning is responsible for the *Beverly Hillbillies*. He unquestionably has the untroubled, simplified appreciation of the unreal to keep it rolling. It is quite easy, now that the vastly successful score is in, to say that there were several straws in the entertainment wind to indicate that the show might be a sleeper. To begin with, the Walter Brennan series, *The Real McCoys*, also country comedy, has been doing well right along. Country-originated songs, thanks largely to their usage by a brilliant blind Negro singer named Ray Charles, have completely dominated the scene in popular music and the record business for the past several years.

Maybe what Perry and his Roncom men ought to do is start putting in some calls to Nashville. It's barely possible that Minnie Pearl, Homer and Jethro, Grandpa Jones and the rest of the folks might be available.





## Are Radio Surveys Making You See Red?

Don't be mislead on the big Mid-Michigan market. WILS has been in the No. 1 spot for 7 straight years (Hooper '55-'62). Measure us by any rating service and you'll find WILS dominating. We lead (Jan.-Mar. '62 Hooper) in total audience (in all age groups), all time periods (by as much as 67%). Don't see red; see the '62 Hooper and our rep: Venard, Rintoul & McConnell.

RADIO  
**WILS**  
1320  
ANSING

Lansing is  
now 14th in  
\$ sales per  
Household



23

Stare at the black circle 10 seconds then look at the big red spots beside it. Doesn't this spotty, fast-fading illusion remind you of many of today's radio surveys?



*It's FIFTH Avenue in NEW YORK . . .*



## It's MAIN STREET in Ohio's Third Market

The very fact that Dayton has a Main Street—as do many other communities within range of our signal—says something significant. Not that we're bucolic, we trust, but that we are a kind of people who aren't ashamed of Main Street. Programming to an audience like this requires an understanding of that attitude. It is not New York programming. It is Dayton-area programming which, for more than twenty-five years, has won WHIO and WHIO-TV the respect accorded to an understanding friend. And, gentlemen of the media buying world, if we're not monumentally sophisticated, it may please you some to know we're mighty well fixed. Ask George P. Hollingbery.

### DAYTON, OHIO WHIO-AM-FM-TV

*Associated with WSB, WSB-TV, Atlanta, Georgia  
and WSOC, WSOC-TV, Charlotte, North Carolina*





# What is a market profile?

- ▶ **Why and how advertisers use market profiles**
- ▶ **What facts go into them, where they are found**
- ▶ **Give admen essential customer, competitor data**
- ▶ **Exert direct influence on media selection**

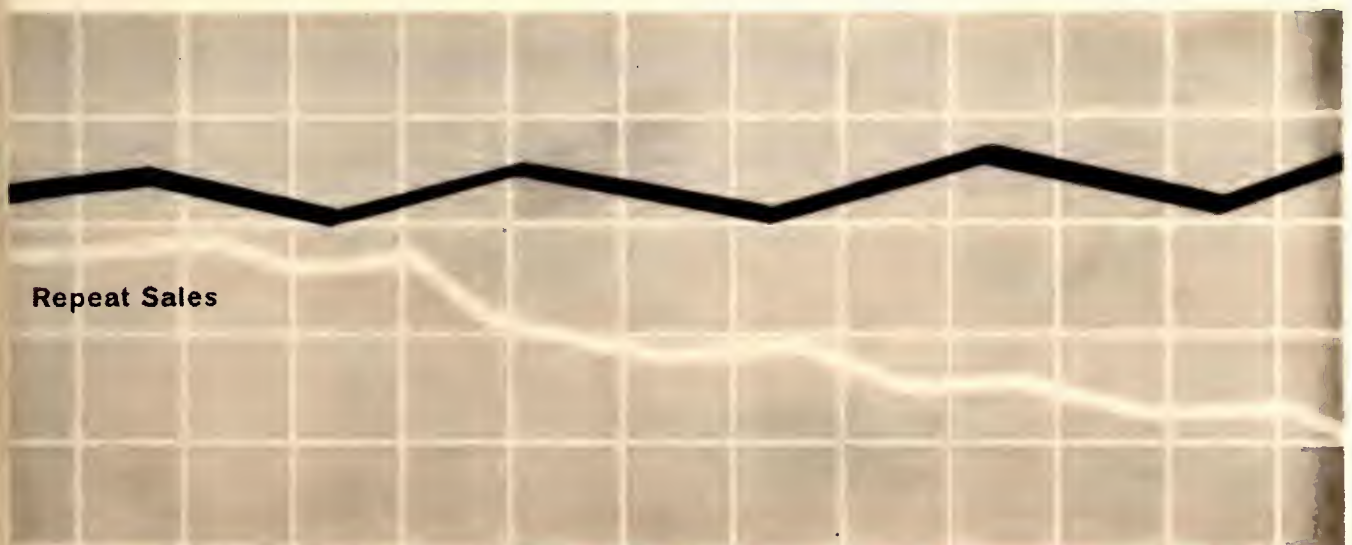
**A**nyone that has ever scanned a flow chart diagramming the computers being used by Madison Avenue's Mahouts will recall an input line, early in the operation, labeled "market profile" and may have wondered what a side-view had to do with the contemporary craving for additional in-depth data about advertising media.

To Master Marketing Men at advertiser and agency levels, the profile is as logical and essential as a program log is to a broadcaster, a press to a newspaper and a telephone to a space salesman. For a market profile is nothing more than an encyclopedia crammed with information about the customer and the competitor.

The trick in compiling and utilizing that compendium lies in knowing where to get the information and how to apply it. And, as might be expected, market profiles tend to vary with each product, advertiser, agency, and marketer.

Basically a market profile (even in astute agencies where unsophisticated clients have been known to say, during a marketing strategy meeting, "Let's drop the dung and get down to doing. There's too much talk going on!") is a delineation of the market characteristics for a product category and for brands within each category. Thus, if you did the marketing for a cigarette, you'd be interested in all cigarettes, and in king size, regu-

## Market profiles aid sales-trend analysis, provide media guides



**Repeat Sales**

**Study of brand sales shows product steady in spite of declining repeats**  
Figure above indicates sales level of a brand with declining repeat-buying rate. Sales remain steady in spite of decline because new customers continue to be attracted. Solution may be revised strategy. Source: Market Research Corp. of America

lar, filter and menthol; and you'd also want information on various brands in each of the categories of that product.

**Profile data needed.** Among the information that marketing men gather for a market profile (or product profile), the following elements are basic although they vary

according to need, budget, and attitude. As almost every marketer puts it, "There are many ways of doing a profile. It all depends on how much money is available and on how great is the need." But these are the elements:

1. *Tonnage by product* in terms of trend, i.e., is consumption up,

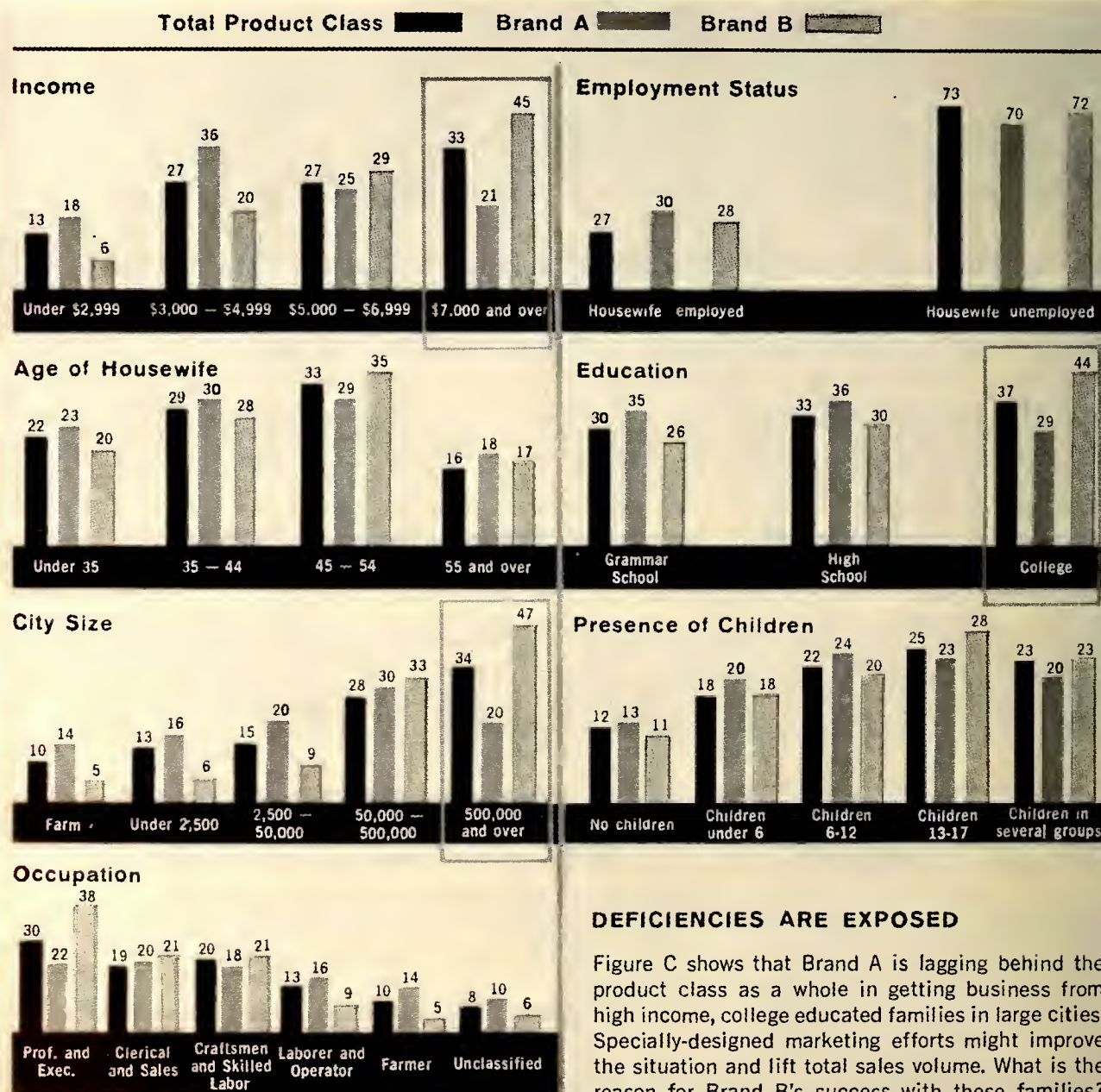
has it leveled off, is it dropping?

2. *Tonnage by brand* in terms of trend, i.e., is our volume up while overall use has leveled off, or vice versa and etc.?

3. *Share by product* and by brand. Here again the trend is what the marketing man scans.

4. *A/S* or advertising expendi-

## Market profile for a product class and two specific brands

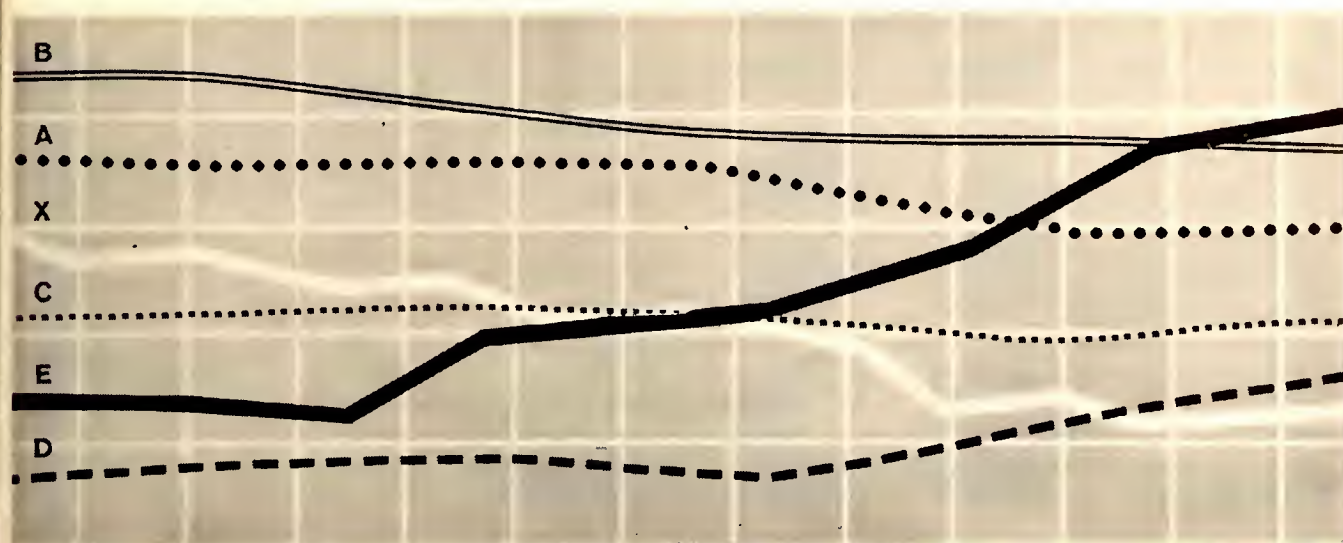


### How market profiles sort trouble spots which media can hit

If a maker of Brand A in chart above knows why his product lags behind with high income, college-educated families in large cities, he can alter advertising approach or media selection to build purchases by this group. Source: MRCA, Inc.



# How a profile of total market sales trends may mislead



## What happened to the lost customers of Brand X?

Overall sales figures make it appear that Brand X (white line), declining steadily, is losing customers to Brand E, gaining rapidly. But analysis of purchases by lost customers indicates that no single brand was causing the trouble. Therefore, direct counter-measures against Brand E would be inappropriate. Further data breakdown is necessary. Source: MRCA, Inc.

ture vs. sales for the product category, for competing brands, for my brand. Am I spending more than a competitive brand and selling less, or spending less and selling more, or am I on a par with everyone else?

5. *Consumer data*: sex, age, income, education, family size, dwelling, own/rent, occupation, religion, hobby, make of auto, and ad infinitum depending on how much information is essential.

6. *Market data*: geography, urbanization, distribution wholesale, distribution retail. Again, in terms of cigarettes, do they smoke more filters in the East or the West; in metropolitan centers vs. suburban housing developments; is there a demand we cannot or are not filling; are we moving cartons off the supermarket shelves as well as packs at lobby cigar stands?

7. *Creative comment*: copy slants, themes, requirements can sometimes resolve a marketing problem, can also redflag an approach or gimmick that will not function. And often enough creative people in copy and media come up with an idea that breaks through a marketing impasse.

8. *Research* is continuously in-

involved in devising a market profile. It is used at every step in the study and is used again when the time comes to attempt to match the market profile with a media profile.

**Market first, then media.** As one marketer says, "It's like creating a jigsaw puzzle. One half is the market profile, the other half the media profile. We build the market first, then try to match media to it. Actually we put more time and manpower into planning than into buying and for obvious reasons. There's no use buying until there's been a decision on what we want to reach."

In contributing data for the media profile, marketing men know that national media such as networks and mass circulation magazines have and do provide audience reader profile material. Thus the Magazine Advertising Bureau about two years ago did a brand study; *Life* magazine did a definitive consumer profile study; and NBC has a study of daytime video in the works.

At the individual market level marketing men do not expect much profile help from print or broadcast media simply because even so useful a tome as the New York

*Daily News* "Profile of Millions" is applicable only in New York. For a national market profile it might offer some clues but its best application is when agencies are buying the market rather than planning a market profile.

One of the few valuable contributions by broadcasting, according to several marketing experts, is the brand comparison study recently produced by TvAR, simply because it is an eight-market study covering a dozen different mass market products broken out by brands. "Non-national media," comments an advertiser marketing man, "turn out more information each year and each year most of it is more useless simply because it's not the sort of stuff we can use. Too often they're talking peaches when we're interested in pears. And most often they're trying to compare apples with oranges instead of sticking to the apples. Usually we can get what we need, at least in radio and tv, from Nielsen, ARB, and Pulse. If stations were of a mind to provide more data I'd suggest they concentrate on producing more complete audience composition data."

(Please turn to page 46)

**Rosser Reeves waar het om draait in de reclame**



**Sales boom for books on advertising and broadcasting**

Rosser Reeves' "Reality in Advertising" (left) is selling at record rate in the United States and has been translated into many tongues including Dutch; Holt, Rinehart and Winston published "The Eighth Art: Twenty-three Views of Tv Today"

**The Eighth Art**

Twenty-three Views of Television Today

EUGENE BUDICK IGOR STRAVINSKY GEORGE BALANCHINE  
WALTER CRONKITE MAYA MAHNES RICHARD H. ROVERE FRANK GIFFORD  
FRANCIS GUTHRIE LEO ROSTEN ALAN PRYCE-JONES CHARLES A. SIEPMANN  
ASHLEY MONTAGU GILBERT SELDES MOSES HADAS A. E. HOTCHNER TAD SZULC  
LAWRENCE LAURENT BRIAN D. DOHERTY GRACE and FRED M. HECHINGER  
ROWLAND EVANS JR. R. PIERCE RICHARD CAWSTON ROBERT CRAFT  
FRANCES LANDER SPAIN MARGARET C. SCOGGIN BERNARD TAPER

# The Eighth Art



## Communicators have pen, will travel

- **Admen and broadcasters busy writing books**
- **Rosser Reeves' book now in foreign languages**
- **'62-'63 season filled with hits, runs, and errors**

**A**n overwhelming number of broadcast executives and advertising men are abjuring cocktail soirees and other blandishments in order to finish writing their books. Both Madison Avenue and Broadcast Row personnel are evidently up to their clavicles in creating industry *belles lettres*.

And, almost without exception, they are dreaming of fat royalties. For some, the dreams are indeed coming through. Their literary endeavors have caught on like measles and their influences have been felt far and wide.

No book publisher in his right mind would have thought that Rosser Reeves' "Reality in Advertising" would become a best-seller in the true sense of the word. But that's exactly what happened to this polemic book frequently described as a "Rosetta stone for the advertising business."

A SPONSOR editor last week checked Alfred A. Knopf, the American publisher of Reeves' book, and learned, for example, that "Reality in Advertising" is doing astonishingly well around the world. The American edition

is now in its fifth printing with nearly 30,000 copies already sold in the U. S. Moreover, the publisher feels that it will continue to have a steady sale for the next few years in American colleges and universities and also among lay readers who want to learn about the mysterious thing called advertising.

**Private edition.** Reeves, chairman of the board of Ted Bates & Co., created excitement with the book almost from the moment he completed it. His credo, as enunciated in "Reality in Advertising," first saw the light of day in a private edition for use in his own agency. Soon the advertising cognoscenti on Madison Avenue were touting the tome to friends and business acquaintances. It was at this juncture that Knopf latched on to a *bona fide* "sleeper."

The sensation it created here is



being duplicated overseas. Already it has been translated into 10 languages; where it will stop, no one knows. It is selling fast, fast, fast! To date it can be read overseas in these languages: French, Spanish, Italian, German, Hebrew, Japanese, Danish, English, Dutch, and Swedish.

Knopf has an option on Reeves' next book but what it will be about no one is saying. It is known in publishing circles that there is another Reeves book in the works.

**Ogilvy's "manifesto."** What seems certain is that other luminaries in the advertising business will attempt to emulate the Reeves success. It is understood that the British-born David Ogilvy, president of Ogilvy, Benson & Mather, is at work on what might be described as a "manifesto" about the advertising profession. According to those who have read the Ogilvy manuscript, it is an eye-opener and a sizzler and could indeed blossom into a best-seller once it reaches the bookstalls. There's no word yet as to the publisher.

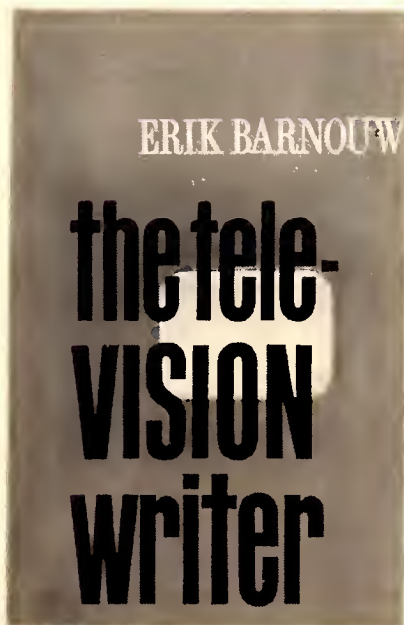
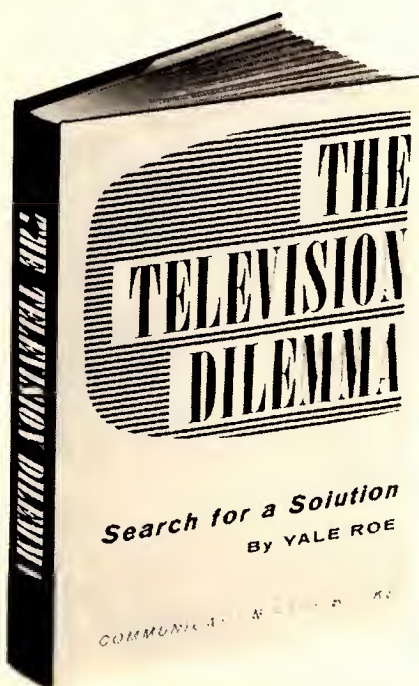
Meanwhile, an avalanche of general trade books and text books dealing with broadcasting and advertising are crowding the shelves in book shops. And more titles are due momentarily. Experts in the field predict that '62-'63 may well be the record season for public consumption of books in these two categories.

**"Career" books.** A number of "career" and text books on radio and television job opportunities recently appeared or are in the process of appearing or being revised. This month saw "Careers in Broadcasting," edited by John H. Lerch, in the bookstalls. It is published by Appleton-Century-Crofts. Lerch, assistant professor of broadcasting, Boston University, invited a number of top executives, talent, and technicians to examine their respective fields and to counsel those who wish to penetrate various doors of the fifth estate. Contributors include Robert W. Sarnoff, Arthur Hull Hayes, Leonard H. Goldenson, Robert F. Hurlough, Harry Reasoner, Curt Gow-

dy, Richard M. Pack, John B. Simpson, E. K. Hartenbower, John F. White, and David Tebet.

Appleton-Century-Crofts also is readying a third edition of "Television and Radio: An Introduction" by Giraud Chester, v.p. in charge of program administration, NBC, and Garnett R. Garrison,

professor of speech and director of television, University of Michigan. A third author, Edgar E. Willis, professor of speech at the University of Michigan, has joined Chester and Garrison for the revised edition which should be in the hands of both college students and  
(Please turn to page 48)



**New approaches to advertising and tv**  
Yale Roe looks at "The Television Dilemma" (upper l); Richard Lessler is co-author of "Advertising Management" (upper r); Erik Barnouw wrote "Television Writer" (lower l); Stasheff, Bretz "The TV Program: Its Direction and Production"



# How tv tape builds local revenue

- ▶ **Tv stations find tape new source of income**
- ▶ **Use tape for sales, commercials, remotes**
- ▶ **TvB reports 75% of members have facilities**



**Taping a tv commercial inside the store**

On location with videotape remote unit inside supermarket are (l-r) Ira Davidoff, Cavalier Adv., Norfolk; T. P. Chisman, WVEC-TV, Norfolk; station cameraman



**A do-it-yourself tv remote unit for \$18,750**

Remote crews from WSJS-TV, Winston-Salem, tape shopping center scene from atop remodeled bus that cost \$750. Engineer installed equipment costing \$18,000

**T**v tape, in a variety of uses, is fast becoming the local television station's best friend in securing new business. And one of its more creative applications is the growing use of videotape recorders in station mobile units. Tape offers the station numerous advantages, among them: production of local programs, preparation of sales presentations, and commercials for prospective advertisers.

Television Bureau of Advertising, recognizing the widespread use of tape on the local level, recently surveyed 190 of its members and released its findings today (12 November). The research organization discovered that 75% of stations queried have tape facilities. Of these stations, 71% report increases in local business directly attributable to the use of tape; 51% report savings in manpower. 49% use videotape for sales meetings, 86% use it to prepare sales presentations, and 79% to prepare commercials.

**In-store commercials.** Among its many uses, the installation of a videotape recorder (VTR) in mobile units is one of the more productive, particularly in taping of demonstration commercials at store locations.

One station, WVEC-TV, Norfolk, paid \$125,000 for a fully equipped remote unit that provides the station with the equivalent of a rolling studio. The unit has a VTR, cameras, camera chains, and electrical plugs that allow it to be utilized wherever there is an electrical outlet. The station operates the unit to cover remote programs and originate programs. But perhaps its most important function is as an on-the-spot producer of economical but highly effective commercials for local, regional, and even national advertisers.

In a relatively short time, the station has almost completely amortized its original investment in the unit, reports president and general manager Tom Chisman. Ad agen-



cies have been particularly enthusiastic about the results from videotape remotes. The Cavalier Agency, Norfolk, first to contract for a campaign utilizing the equipment, is pleased with the making of what it calls "Instant Commercials."

Although many stations use VTR equipment in remote units primarily for program taping, such as KOTV (TV), Tulsa, which is operating a remote unit for the first time this fall, longtime users of such facilities point to commercial-making as even more revenue-producing. "Television stations may sometimes overlook an important facet of remote programming—the remote commercial," says Joe Baisch, manager, WREX-TV, Rockford, Ill. "Showing the car for sale actually on the dealer's lot gives the commercial impact that's difficult, if not impossible, to capture in any other way. Our remote telecasts and commercials have not only been directly profitable, but have given the station a priceless aura of involvement."

WTAR-TV, Norfolk, illustrates the use of video tape for presentations. It prepared a 75-minute tape for agency and advertiser pitches, 40 minutes on new fall programming, the rest on new equipment, etc. Under new equipment: information on the station's new videotape mobile unit.

**Build own unit.** For stations which have held back on purchase of remote units because of what they consider the high cost, the experience of WSJS-TV, Winston-Salem, N. C., offers an alternative. Discouraged by the prices and limitations of certain remote units, the station undertook a "do-it-yourself" project to provide facilities. It purchased a used gasoline-driven bus for \$750, redecorated it and fitted it with even more equipment than custom-built jobs. Station engineer Lee Wallenhaupt reports that the cost of the equipment is still below that of store-bought remotes. He estimates that the station bus contains \$18,000 worth of equipment, and that a custom-built unit with none of the extras his station's unit contains would cost around \$35,000. ■

## Private versus national brands

- **Cummings sees "Battle of the Systems"**
- **Tells ANA of danger to ad revenues**

**A**dvertising budgets will be cut down" to compete with private labels. This was the warning issued last week by Barton A. Cummings, president of Compton, speaking before the annual meeting of the Assn. of National Advertisers in Hot Springs, Va.

Cummings warned that national brands usually cannot successfully compete with private labels by price-cutting and giveaways. He insisted that selling-up—sound pricing, product and packaging improvements, and bold advertising and promotion—was the solution to preserve the status of nationally advertised brands.

**Ad spending cut.** He cited one product in which price-packs gave consumers a \$57 million savings in one year, a loss of product revenue which was probably financed by cutting advertising budgets.

Cummings warned that price concessions and trade bait invariably lead to reductions in brand advertising. And with advertising down, consumers look elsewhere to spend their money or credit.

He insisted that only upgraded and heavily advertised products can compete with cut-price private labels. Only sound financing can pay for costlier packaging, product, and advertising, Cummings asserted.

Cummings warned that unless sound pricing provides latitude for strong brand advertising, the brand name and the brand's consumer franchise—its two main advantages—would soon vanish.

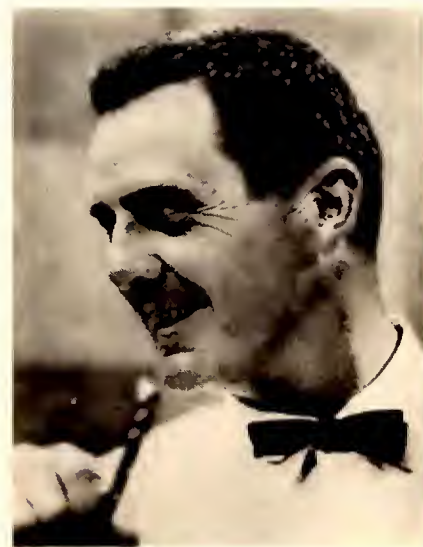
**Era of quality brand.** The last five years, said Cummings, have been dominated by the retailer and the cheap article. He urged that the next five years be turned into the era of the quality brand. He

mentioned Birds Eye and Zenith as two brands which had either upgraded certain lines or kept up a deliberate quality approach, despite competition and price-cutting.

He warned that manufacturer's temporary profits in supplying private labels could lead to a narrower and narrower role.

Although accepting such orders for private brand manufacturing might be profitable, Cummings suggested that in the long run it would downgrade makers by removing the prestige and image of their well-known brands.

Cummings asked, "Is your industry suffering from advertising malnutrition?" He continued: "As the price concessions and trade bait mount in cost and volume, brand advertising is inevitably reduced. Then there is a tendency for the market to stop expanding and for consumers to be more aware of other ways to spend their money or credit." ■



**Private brand threat**

Compton's Cummings warns ANA of the threat to advertising should private brands continue to rival national labels





**A timebuyer hasn't a chance when barraged by sibling reps**

As often happens, here the Piano boys, PGW's Vic (seated l) and Meeker's Claude (seated r), come face to face during an agency call. William Esty buyers (l-r) Bob Shawley, Jack Fennell, Phil McGibbon try to call a halt to double-barreled pitch

# The reps come up with a brother act

- ▶ **The name of the duo: Vic and Claude Piano**
- ▶ **Vic sells radio for PGW, Claude tv for Meeker**
- ▶ **Both have radio station backgrounds**

**I**f Madison Avenue keeps attracting "brother acts" the way they have of late, show business could easily be clobbered right out of the limelight.

Some weeks ago, SPONSOR discovered a pair of young, rising timebuyer brothers—Frank and Bud Pfaff (see "The Only Brother Act in Timebuying?" 10 September 1962) and now, a duo of time-selling brethren—Vic and Claude Piano.

Vic sells radio for Peters, Griffin, Woodward, New York, and Claude sells tv time for The Meeker Co.,

also New York. Although both are under 40—Vic is 39, Claude, 37—together the Piano siblings total 35 years in broadcasting. Both men started in radio.

**The same route.** How did they decide to pursue the same route? There's no mystery; it was cut and dried, pre-ordained. As youths, both Claude and Vic shared strong feelings for the broadcast business and not once did they doubt that this was to be their way of life.

Vic, vice president of the radio division at PGW, started his career in 1940 as an announcer in Syra-

cuse while attending Syracuse University. In 1948 he became promotion man at WSB (AM & TV), Atlanta. Vic confesses that during those early days of tv, he was thoroughly convinced that this medium was his meat. In 1951, however, he was part of a team working with Elmo Ellis and Frank Gaither on the project "Removing the Rust From Radio." It won for WSB nationwide acclaim, Vic says. It was at this point that the opportunities for creative thinking in radio established Vic's direction.

Two years later, he went to New York to join Meeker as director of sales development and promotion. In 1959, he switched to PGW as promotion and research director. Last year he took on an agency list in addition to his promotion and research duties. Early this year, he

*(Please turn to page 52)*



# How Fla. Citrus adapts tv to nature

- ▶ **Citrus tv campaigns change with crop yield**
- ▶ **Networks allow client needed flexibility**
- ▶ **\$2.6 million set for tv in '62-'63 crop boom**

In relation to other media, television is probably one of the more difficult vehicles for an advertiser who requires flexibility. Yet, one of net tv's year-after-year network advertisers, the Florida Citrus Commission, forced by the changes in nature's productivity to consider flexibility first, has found the medium highly adaptable to its needs.

"We cannot make long term commitments, ever," says Charles Millard, vice president and account supervisor for Florida Citrus Commission at Benton & Bowles. "We've got to have special consideration subject to the laws of na-

ture. If there's a freeze there can be a severe cut in available funds. Because stations and networks value citrus as a big advertiser and understand its nature as a commodity, they do their best when we are in real trouble.

**Short schedules.** "We protect ourselves as much as possible by buying where we get the shortest schedules with maximum cancellation privileges. For example, if we had the money, we'd shy away from buying major sponsorship of any program with long term commitments."

Seasonal estimates of the annual

orange crop size vary greatly in the industry, making it difficult to plan ahead as accurately as on other accounts. Nature's whims have caused the Florida Citrus Commission (FCC) ad budget to do loop-di-loops. Over the past three years the tv budget has varied as much as \$2 million. The excellent crop year ahead allows the Commission to triple tv allocations over '61-'62. The dollar changes have represented jumps from 90% of total ad budget, down to 30%, and up again to 60%. "The client can't afford to make big tv commitments until crop predictions are verified. Even then predictions are not entirely reliable," says Harry Warren, vice president of the agency and management supervisor on the account. "Last year estimates were low so we worked with a small budget, then the crop turned out to be larger. On the other hand, when



**Agency and client going over tv plans for '62-'63 season**

Harry Warren, v.p., and acct. mgr. at B&B, presents Fla. Citrus tv campaign. Looking on (counter-clockwise): Bill Noble, v.p., merchandising, B&B; Paul Robertson, chmn. of advtg. and Frank Arn, dir. of advtg., Fla. Citrus; Bill Rusch, a.e., B&B



the crop is overestimated, and therefore the ad budget also, adjustments have to be made.."

**Freezes and hurricanes.** In the midst of the '57-'58 season, Florida crops were hit by a damaging freeze. One-minute a week commitments on CBS TV Sunday night show *What's My Line?* couldn't be kept. With the aid of the network a former advertiser on *What's My Line?* was brought back to complete the contract. In 1960 hurricane "Donna" forced the client to cut its advertising 20% across the board. Spot tv campaigns were cut out almost entirely.

"In all cases the networks have been reasonable with cancellation privileges," Warren commented. "We always put a clause in our requests for time such as 'pending acts of God' or 'in the event of freezes' to give us some needed flexibility."

Despite the precarious factors involved, Benton & Bowles has held the account for seven years. Warren says the key to the successful relationship has been the degree of co-operation the agency has had from the Commission. Agency-client ties are very close. In order to facili-

tate coordination, Benton & Bowles maintains a full-time office of four people in Lakeland, Fla., home of the Commission staff. Also, an executive from the agency flies to Florida once every two or three weeks. Either Frank Arn, director of advertising and merchandising, or Hal Gardner, advertising manager, for the Commission, travels to New York.

Agency men on the account working under Warren and Millard are divided into two groups: fresh oranges with Bill Rusch as account executive, and processed juices (frozen, chilled, and canned) with Jim Oravetz and John Maher as account executives.

**Advertising objectives.** The Florida Citrus Commission advertising is distinct in that it is not designed to sell in the usual sense. Warren points out that all Florida citrus is sold each year anyway. Rather, as Homer Hooks, general manager of the Commission, puts it: "The marketing and advertising goal for the industry might well be to achieve the maximum movement of citrus fruits and products at prices which bring a fair return to the growers, processors, and shippers. The marketing objective should be to increase consumer desire and preferences for Florida Citrus in all forms. The goals point up the absolute necessity for close cooperation between the selling efforts of the industry and the promotional efforts of the Commission."

The price of orange juice giving a fair return to the industry is higher than in the past, Warren points out. "However, the price of orange juice is still low. If it were too high people would not buy it. They would buy grapefruit, tomato, apple, prune, or something instead. Thus, it is television's job to make desire meet the prices and keep the industry healthy."

In essence, the objective is to keep consumer demand ahead of supply. For the 1962-63 crop season this means that the advertising and merchandising plan is conceived toward moving a Florida orange crop currently estimated at nearly 119 million boxes, the largest

crop in history.

**Commission vs. co-op.** Indications are that the California Sunkist Growers give little competition to Florida growers. Of 138 million boxes of oranges sold last crop year (July 1961 to June 1962), 113 of them were from Florida, the remainder mostly from California with others from Texas and Arizona. The Florida Commission claims Los Angeles is its largest frozen concentrate market next to New York, and accounts for 10% of sales.

The Florida Citrus Commission is a state commission while the Sunkist Growers of California is a cooperative group. Thus, advertising allocations are arrived at by different means.

The Commission is a state body of 12 men appointed by the governor who serve without pay, each representing a different facet of the industry. With their full-time paid staffs they act as a policy making group. Individual growers have no direct say about the distribution of funds.

Because of the big crop year in season now, the Florida Legislature doubled the tax on oranges from 5 to 10 cents, almost all the difference going into advertising and merchandising, according to Millard. This enables the agency to spend more on tv than ever before, and not only advertise to women on daytime shows, but also put large shares of money in general audience programs. Tv represents \$2.6 million of the total \$10 million advertising and marketing appropriation.

Sunkist Growers is a cooperative where the growers have an opportunity to vote on actual recommendations and determine for themselves how much they want to be taxed for services.

For this year the California growers voted to increase the assessment on fresh oranges from 6 to 8 cents per box and invest \$2.5 million in total advertising, mostly in print.

The difference in the per box assessment and the size of the box on which it is assessed, in combina-

(Please turn to page 52)



**Agency is abreast of crop changes**  
At B&B's fall meeting, Homer Hooks, general manager of Florida Citrus Commission discusses crop changes



## Where the money goes for health and glamor purchases

	Drug stores (000)	Supermarkets/ grocery stores (000)	Other retailers (000)
<b>PACKAGE MEDICATIONS</b>	\$647,480	\$286,310	\$177,000
<b>HEALTH AIDS</b>	167,190	105,770	68,000
<b>DIETING AIDS</b>	149,280	135,070	53,000
<b>ORAL &amp; HYGIENE PRODUCTS</b>	141,370	220,900	78,000
<b>HAIR PRODUCTS</b>	192,710	216,150	163,000
<b>SHAVING PRODUCTS</b>	114,380	128,400	76,000
<b>HAND PRODUCTS, COSMETICS</b>	162,700	63,710	284,000
<b>OTHER TOILETRIES</b>	58,950	38,720	67,000
<b>OTHER HEALTH, BEAUTY AIDS</b>	943,240	298,340	616,000
<b>TOTAL</b>	<b>\$2,577,300</b>	<b>\$1,493,370</b>	<b>\$1,582,000</b>
<b>% of Total Sales</b>	<b>46%</b>	<b>26%</b>	<b>28%</b>

Source: "Drug Topics," 27 August 1962.

As the chart above shows, supermarket, grocery store, and other retailers (variety, department, and discount stores, and house-to-house) accounted for 54% of the non-ethical drug and toiletry sales last year, which amounted to \$5,652,290,000

### SPECIAL INDUSTRY REPORT NO. 4

# DRUGS: Why spot radio can help

- ▶ **Health, beauty aids find wider distribution**
- ▶ **But growth of Rx drugs shrinks non-Rx market**
- ▶ **Changes in distribution prompt ad appraisal**
- ▶ **Spot radio seen amenable to 'new look'**

**V**ast changes in the drugs and toiletries industry in recent years are forcing these advertisers to evaluate the effectiveness of their campaigns under pressure of heavy transition.

This dynamism affects the two major categories of the "drug industry umbrella" — ethical drug (penicillin, tranquilizers, sulfas, etc.) and health and beauty aids (h & ba), which include the proprietary (non-prescription) reme-

dies and cosmetics and toiletries.

What's happening?

First, there has been a complete about face in sales in which ethical drugs now outsell proprietary drugs three to one. (Ethicals jumped from 11% of total drug sales in 1939 to 28% in 1961.) Prior to World War II, the reverse was true by a two-to-one ratio.

Second, in less than 10 years, at least four major distribution methods have been initiated in the drug

and toiletries industry.

**What changes mean.** The first fact is important because it means proprietary advertisers have to scrap harder among themselves for the annual drug industry "pot" which last year reached \$9 billion.

It is the belief of Dr. Paul C. Olsen, vice president in charge of marketing research for *Drug Topics*, that growth of ethical drugs will continue at its present pace well into the next decade.

The second fact is important because it compels advertisers to consider the best ways to reach consumers as the old advertising nostrums lose their power.

And a significant factor in the new marketing picture is the trend away from the independent "corner" drug store as the prime retail

center. Distribution methods are hastening this shift at a fantastic pace.

One good remedy for these growing pains, according to a study by Robert E. Eastman & Co., is spot radio because of its immediacy, flexibility, frequency and other characteristics which answer the problems raised by the changing scene.

Since the ethical drug industry does not promote directly to the consumer (although it does shrink the market for proprietary drugs), this report on spot radio is con-

major distribution changes with which advertisers must cope may be labeled, 1) growth of self-service facilities; 2) increasing sales in chain drug stores; 3) increasing distribution through supermarkets, and 4) increased development of rack jobbers.

Taken point by point, the statistics behind the changes are:

1) Between 1958 and 1960 the percentage of drug stores with self-service facilities jumped from 23% to 36% of the total.

2) Since 1954, chain drug stores sales have increased over 75%.

4) Drug rack jobbers handle over 50% of h & ba sales in supermarkets/grocery stores. In addition to stocking the shelves (averaging 153 linear feet of display space per store) the jobber sets the amount of space allocated to each product and pre-prices the merchandise.

All these factors, the three intrinsic industry problems, four distribution changes, and growth of ethical drug sales, dictate a close evaluation of marketing and advertising strategy which ranges from package design—to develop a "self-selling" package—to merchandising

## Radio message is tops as last word heard/seen before buys

### DRUG STORE CUSTOMERS

	Share of time spent by customer before buying (same day)	% of customers reached (same day)
<b>SPOT RADIO</b>	49.9%	36.7%
<b>Newspapers</b>	16.3	23.1
<b>Television</b>	29.8	33.2
<b>Magazines</b>	4.0	6.8

Source: Market Research, Inc.

### SUPERMARKET CUSTOMERS

	Share of time spent by women before buying (same day)	% of all women customers reached (same day)
<b>SPOT RADIO</b>	61.1%	34.6%
<b>Newspapers</b>	11.9	23.4
<b>Television</b>	23.8	19.1
<b>Magazines</b>	3.2	5.5

Source: Market Research, Inc.

cerned mainly with h & ba products.

**H & ba facts of life.** Three fundamental truths govern h & ba decision making. They are:

- 1) only one of 10 new products survive;
- 2) success or failure of each new product must be rapidly evident. If a product will not survive, the financial backing must be diverted into research and development of a different product;
- 3) sales of all h & ba products must maintain a consistently high level of sales and profit to "hold" position on shelves. The new distribution channels eliminate the effect of the old premium or coupon arrangement whereby the druggist was reimbursed for specific product sales.

**Distribution changes.** The four

Nearly one-quarter of these stores report annual sales of over a half-million dollars. In addition, 30% of the new drug chain stores are located within planned shopping centers as compared with 20% in 1958.

In 1961, Dr. Olsen revealed, there were 54,126 drug store units, of which 5,183 units belonged to chain-store groups (four or more stores to a group). The remaining 48,933 drug stores were listed as independents. Figures from other industry sources are approximately the same.

3) The trend to distribution of h & ba through supermarkets/grocery stores is growing at a rate of 16.9%—more than four times the rate of sales growth in drug stores. In 1961, supermarkets/grocery stores accounted for 26% of the total distribution of h & ba.

and closer than ever measurement of advertising cost efficiency.

**'Radio can do job.'** No single medium can do the *whole* job for this complex advertising group. However, spot radio has distinct and unique answers for many of the problems, says Robert E. Eastman, president of the rep firm that made the drug study. He takes up these answers in the paragraphs that follow.

With the plethora of competitive products and competing claims, the h & ba advertiser is forced to sell, sell, sell with consistency.

It is not enough to advertise heavily with the introduction of a new product to establish a share of the market and then permit advertising effort to dwindle.

The frequency of new product introduction and the similarity of many h & ba products necessitates,



more than in any other field, sustained day-in and day-out selling.

The impact of various media has, in varying degrees, proven effective in the establishment and growth of new drug products in recent years.

Whereas each medium serves its particular purpose, spot radio affords the following advantages less common to other media:

- 1) market choice;
- 2) selective advertising weight by market;
- 3) affordable high frequency of scheduling;
- 4) the ability to reach more people more often;
- 5) ability to reach people in a wider variety of places;
- 6) sell prospective customers while they are doing other things;
- 7) sell closer to the point of sale;
- 8) continuous doorbell-ringing type selling throughout the day, seven days a week.

A monthly magazine ad, a weekly tv program or Sunday supplement page don't provide the continuous airing of product name and product values necessary to hold the share of market, the report indicates.

**Personal salesmanship.** One of the most prominent changes in h & ba advertising is necessitated by the swing away from "corner drug store" sales to the large chain drug stores, supermarkets and discount houses.

Gone is the personal salesmanship and product recommendation of the pharmacist, Eastman claims, who was consulted by his customers for advice on the best remedy for a minor ailment.

This important link between product and consumer is re-established through the personal salesmanship of spot radio.

Local radio personalities are trained experts in salesmanship who restore the warmth of personal contact with the consumer.

With the increasing trend toward virtual automation in selling this very important personal touch is a must to insure greater product acceptance.

**Immediacy.** Despite the volume





## Relative cost efficiency of three media

Newspapers	½ page	\$775.00
Television	2 class "AA" 20-second announcements	763.00
Spot Radio	42 one-minute announcements	733.00

Source: Robert E. Eastman analysis. Figures based on 10-market average.

Spot radio surpasses tv and print in volume of announcements at less cost than for the other media. Total tv time is 40 seconds compared to radio's 42 minutes

of h & ba advertising, this product category remains to a great extent in the area of "impulse" buying. Thus, regardless of heavy use of newspapers, tv or magazine advertising, the product sold is frequently the one that has had the "last-word" with the customer immediately prior to the purchase.

Repeated studies have demonstrated that the drug and super-market customer is reached closest to the "point of sale" by spot radio.

The charts on page 38 demonstrate that potential drug customers spend more time with spot radio on the day of purchase and are exposed to spot radio immediately before buying.

**Frequency.** The ideal sales situation would dictate that a manufacturer's salesman be at the elbow of each potential customer whenever and wherever the mood urge or need to buy strikes. Physically impossible, of course.

Second only to the ideal, though, is the ability to reach potential consumers repeatedly and in many stages of their daily life cycle. Proper application of spot radio's frequency/opportunity ratio calls not only for multiple sales messages but for rotation of those messages throughout the broadcast day. This is an insurance factor which virtually guarantees that all-important selling when the mood, urge or need for a product arises, the station rep firm states.

**Flexibility.** Local radio alone provides the ability to conform on short notice to specific sales situations. Its flexibility provides an advertiser the means to make his sales message topical.

By pre-planning several types of copy, the cold and cough remedy advertiser may capitalize on variances in local weather conditions or may put additional emphasis on certain facets of his product.

To increase advertising weight on extremely short notice, the client or agency may instruct the radio station to utilize discretion in drawing from a "bank" of time when local conditions warrant, thereby insuring matched advertising to sales opportunity.

Another major asset of spot radio's flexibility permits an advertiser to vary advertising weight on a market-by-market basis in conformity with local distribution and/or sales situations.

**Year-round selling.** Many products in the h & ba field have specific seasonal application. Spot radio is the only medium which maintains a level of high reach throughout the sales year.

Magazines, tv and newspapers take a hiatus from selling in an all-important quarter of the year—the summertime. And during this three-month period, spot radio not only maintains its reach but increases it considerably in contrast with staggering decreases in other

media, Eastman points out.

**Audience spectrum.** Spot radio reaches a huge mass audience with strong penetration of the three major "sales stimulator" groups—men, women, and teenagers. (The only area in which a weakness exists would be in spot radio's reach of the under-13 age group.)

The nature of radio listening groups is clearly defined in the hour-by-hour audience spectrum. For specific product appeal it is a simple matter to pinpoint the time periods of highest listenership among the "stimulator" groups and schedule radio advertising appropriately.

Additionally, a combination of time selection and schedule rotation will increase: 1) the overall reach of advertising, and 2) the probability of coincidence with the mood, urge and need factor.

**Audience profile.** An analysis of the *Life Magazine Study of Consumer Expenditures* in the area of Medical and Personal Care verifies the matched profiles between highest percentage of h & ba purchasers and the spot radio audience, Eastman avers.

The appeal of the h & ba is to the great "middle majority" consumer group—the fastest growing consumer group in the nation—which is the prime audience of spot radio.

Economic factors come to bear heavily on the h & ba advertising. Consider the basics, Eastman urges:

1) Only one out of 10 new h & ba products succeeds.

2) High demand for shelf-space dictates that any h & ba item must maintain consistently high sales levels or lose distribution.

3) Continuous selling is necessary to keep current market "sold" and to influence the impulse buyer.

These, Eastman claims, dictate a more comprehensive advertising effort for this category. Thus, to maintain the proper relationship between advertising dollar invested and sales dollar returned, cost efficiency is a must.

Many measurements of this advertising factor exist. The chart



on page 40 provides a "rule of thumb" comparison of newspapers, radio and tv in a 10-market average. It clearly demonstrates—as will any other measurement used—that spot radio is the most efficient medium for sales results.

**Cite rising costs.** All of the industry and advertising people in the h & ba field have expressed concern with the achievement of an effective and efficient advertising plan to offset the problems mentioned and the very serious matter of rising media costs.

Alan Brown, vice president and director of advertising for Pharmaco, Inc., stated, "It is costing more and more to maintain a product's share of the market. On top of this, drug manufacturers face a rising cost of ingredients and management.

"In this field, where the advertising budget ranges 50% and upwards of the total operation, the tendency is to slash into the ad budget to meet rising costs in other areas. This compounds the problem of maintaining market position."


Eastman concludes that the radio broadcasting industry, through the development of group sales plans, such as the "Eastman Network," has taken a giant step forward in solving this problem area of economy while maintaining all the other benefits of spot radio—flexibility, local impact, merchandising and balance.

**The "Eastman Network."** The "Eastman Network" enables advertisers to achieve economy both in direct media costs and in internal costs of planning and servicing an

advertising campaign, the station rep firm says. The "Network" purchase embodies a financial saving in direct media costs through a discount plan authorized by each Eastman/represented station.

For the agency, a "Network" purchase encompasses a single order, a single bill and a single affidavit with guaranteed clearance and an automatic makegood policy.

This, Eastman claims, is an added saving to the agency thereby providing them with the ease of regular network buy with previously unobtainable flexibility in scheduling to coincide with distribution circumstances or varying advertising weight.

Campaign lengths and/or start dates may also be varied according to specific requirements as may length of commercial units. 

## Drug-toiletry sales need Johnny-on-the-spot radio: Eastman



*MAJOR distribution changes, the rise in prescription drug sales, and problems inherent in d&t marketing and merchandising, are putting the squeeze on advertisers. Robert E. Eastman, president of Robert E. Eastman & Co., tells how radio is particularly suited to satisfy the advertising demands imposed by the new trends.*

Spot radio can best help resolve the drug industry's major marketing problems. Only spot radio offers the affordable frequency that health and beauty aid makers desperately need to introduce new products—plus maintaining current product sales levels.

These manufacturers are caught between the tremendous competitive roar of advertising and increasing advertising costs. Spot radio's economy, mobility and grip on its audience uniquely works to the advantage of these manufacturers.

People spend an average of 16 hours weekly listening to radio. With the wide variance of drug purchase frequency, drug makers need spot radio's

unique ability to be there when the need arises. Only radio can be there selling in at least three rooms per house, in the car, on the street, at play and at work.

What other medium can sell—with all the incredible persuasive power of the human voice—in this fashion?

12:01 a.m.: Cold develops.

6:30 a.m.: Woke up to clock radio—coughing and sneezing. Heard remedy commercial.

7:15 a.m.: At breakfast in kitchen heard remedy commercial while listening to kitchen radio for weather.

9:30 a.m.: Heard commercial in bathroom while checking medicine cabinet.

10:30 a.m.: Heard commercial while driving to store in car radio.

11:30 a.m.: Heard commercial while walking in store with purse size transistor.

And all of these commercials were delivered by well known radio personalities whom the customer has heard for years—

Drug manufacturers—I ask you—what other medium can offer these advantages?

None!

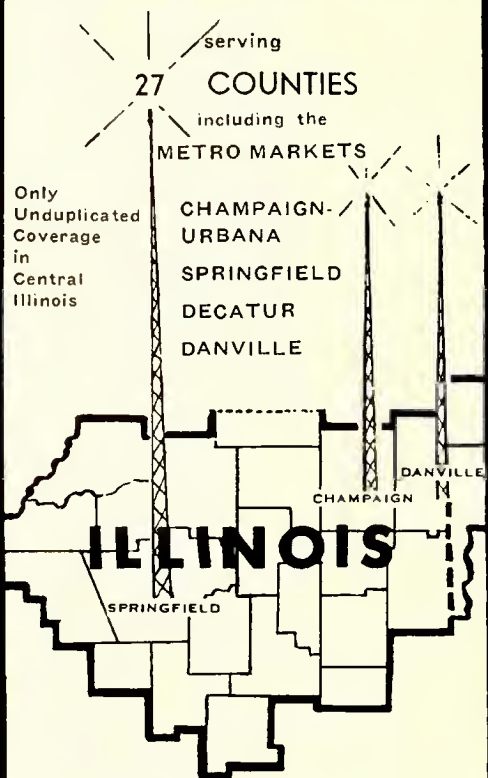
Only spot radio!

## BUYING CHAMPAIGN?

# 132

NATIONAL ADVERTISERS  
MUST BE RIGHT  
BUYING

**WICS 20** **WCHU 33** **WICD 24**  
SPRINGFIELD CHAMPAIGN DANVILLE



### RETAIL SALES

\$1,224,422,000

### POPULATION

953,290

### HOMES

288,544

### TV HOMES

271,038

SRDS, February, 1962

Sangamon and Macon Counties are the largest counties in Central Illinois for both Consumer Spendable Income and Total Retail Sales.

## PLAINS TELEVISION STATIONS

**WICS 20** **WCHU 33** **WICD 24**  
SPRINGFIELD CHAMPAIGN DANVILLE

Executive Offices 523 E. Capitol Avenue,  
Springfield, Illinois; Phone 528-0465



Serving 27 Counties in  
the Illinois Heartland



# TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

The timebuying defector disease seems to be spreading. The latest one to catch it: Donahue & Coe's (New York) Phil Brooks. Phil, who bought for such accounts as U.S. Tobacco (King Sano cigarettes, Skis cigarettes, Skoal chewing tobacco) and, more recently, Columbia Pictures, has switched from buying to selling. Multi-talented Phil (he's a better than average softball player, sports columnist, and erstwhile songwriter) started work last week at Pan American Publishing as radio and space salesman.

Heartening news dept.: Maria Carayas, Kudner's popular radio/tv buyer, is back at work picking up the threads of buying after a serious tussle with the flu bug. As a result, Maria, who labors on such accounts as General Motors (Fisher Body div.), Sylvania, and Goodyear, was forced to postpone a Latin American vacation.

A luckier gal is Compton's Barrie Rossner who tabled her Tide buying chores and departed last week to soak up some Nassau sunshine.



### Timebuyers get unexpected tv exposure over WNBC-TV, New York

Among those who found themselves on the WNBC-TV screen when *Leave it to the Girls* show hostess, Maggi McNellis took the mike into the audience during recent show, was F&S&R's Dorothy Shahinian (standing-l), also (l to r) F&S&R's Mary Meahan, Bates' Art Goldstein, Y&R's Wally Chateauvert

A group of New York City admen, invited to attend WNBC-TV's daytime show, *Leave It to the Girls*, last week unexpectedly found themselves on tv when show hostess Maggi McNellis took her mike into the audience. Among those who inadvertently received this national exposure (and are as a result, undoubtedly collecting fan mail from everywhere): Bates' Greg Sullivan, Art Goldstein, and Irwin Fleischer; Donahue & Coe's Marie Coleman; Sudler & Hennessey's Judy West; BBDO's Bob Mahlman and Harry Smith; Street & Finney's Sandy Floyd; Dancer-Fitzgerald-Sample's Ave Butensky; J. Walter Thompson's Al Burrows; Fuller & Smith & Ross' Dorothy Shahinian (Please turn to page 44)



# WSB RADIO HEARS FROM THOSE WHO LISTEN!

521 North Lee St.  
College Park, Ga.  
October 1, 1962

WSB Radio  
Atlanta, Georgia

Gentlemen:

I'm certain that your staff will never realize the value of the material it broadcasts. From the brief "Whitaker's Waxworks" to the traffic skycopter, you present an informative format second to none.

WSB Radio -- at least to this listener -- is a true institute of the South, and I'm positive I detect a world of pride in each "Welcome South, Brother!"

Very truly yours,

*Ornald N. Branson*

The file that's valued most at WSB Radio is the fan letter file—over and beyond our stacks of audience participation mail. Listener response is a true mark of the effectiveness of WSB Radio's quality programming. Mail from those who listen makes WSB proud to be a part of the growing South. Yes, Mr. Branson, there is a world of pride in each "Welcome South, Brother!" you hear on WSB Radio.

ATLANTA'S  
**wsb radio**

Represented by

Edward Peirce & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.





## Get Your Slice

OF THIS RICH  
AGRICULTURAL  
AND INDUSTRIAL  
MARKET

with  
**WREX-TV**

FOR DOMINANT COVERAGE  
OF NORTHERN ILLINOIS and  
SOUTHERN WISCONSIN

Represented by  
  
H-R TELEVISION, Inc.



### HARRY STRAW, OF THE DRY HAIR ADS, DIDN'T MAKE THE TRICORN CLUB

He just didn't know that North Carolina's No. 1 metropolitan market is the fabulous 3-city "tricorn"—Winston-Salem, Greensboro, High Point—No. 1 in population, households, retail sales. Knowing that gets you in this exclusive club, Harry. Then schedule WSJS television, the No. 1 way to saturate the Tricorn Market, and you'll get a Club hat with feathers provided it fits your tousled wig!

**WSJS**   
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT  
Represented by Peters, Griffin, Woodward, Inc.

## TIMEBUYER'S CORNER

Continued

and Mary Meahan; Young & Rubicam's Sante Critelli and Wally Chateaufvert; and Benton & Bowles' Stu Hinkle. The event, hosted by station manager Pete Affe, attracted some 75 buyers and clients. A box lunch was also on the agenda.

Ellington (New York) has lost a couple of its buyers to other agencies. Those involved: Mary Dowling who went to Atwood-Richards (New York) and Stanford Karp who switched to Morse International. Stan bought for Brioschi and Coty at Ellington, and is account exec on Vicks cough syrup at Morse.

Other agency-hoppers: Compton's Mark Zizzamia, who bought on Duncan Hines Canada, went to Morse International to do the same for Vicks Canada. . . Erwin Wasey, Ruthrauff & Ryan's (L.A.) radio/tv buyer, Margaret Auchstetter, goes to Carson/Roberts (L.A.) as broadcast buyer.



### World Series get "color-party" send-off by WSB-TV, Atlanta

Atlanta admen were able to watch the Yankees take the World Series in color via ringside seats during WSB-TV's "color-parties." Among those who turned out (l-r): DeLoney Hull, WSB-TV, a.e.; Jerrie Johnson, Joe Brantley, both Tucker-Wayne; Don Elliott Heald, WSB-TV, sales manager

New buyer: Laura Dulberger, formerly supervisor of estimating and contracts at McCann-Erickson's Los Angeles office, was made an assistant broadcast buyer at Carson/Roberts, that city.

Can't help wondering (along with a few concerned buyers): How many buyers will be forced to join the "looking around" list due to the recent International Latex account shift. (See *Sponsor Week*, 5 November.)

For whom the bells (wedding, that is) will toll soon: Gumbinner's (New York) Al Kalish, in December (he'll honeymoon in Jamaica) . . . For Kenyon & Eckhardt's (New York) Frank Pfaff, a May wedding (his bride-to-be is PGW's Lorraine Corelli, secretary to Roy Terzi) . . . McCann-Erickson's (New York) Brendan Broderick.

The vacation's over for Gresh & Kramer's (Philadelphia) Mary Ellen Donatelli who spent it on a six-week European tour.



**PERSON-TO-PERSON** . . . friendly, family radio that proves-out with people . . . in showmanship, leadership, public service and sales. **SWANCO STATIONS** are consistently highest-rated in their market areas, because they're "person-to-person"! People who listen, like it . . . people who buy it, love it! !



**SWANCO**

**IS**

**P.T.P.**

**PERSON**

**TO**

**PERSON**



THE JOHN BLAIR  STATION

**KRMG**  
TULSA,  
OKLAHOMA

**KIOA**  
DES MOINES,  
IOWA

**KQEO**  
ALBUQUERQUE,  
NEW MEXICO

**KLEO**  
WICHITA,  
KANSAS



robert e.  
eastman & co., inc.

## MARKET PROFILE

(Continued from page 29)

**Profile fact sources.** Where then, media men may ask, do the market-profile-makers get facts and figures with which they build their profiles? These sources, a baker's dozen in number, are:

1. U. S. Census Bureau.
2. U. S. Bureau of Labor Statistics, currently updating their 1950 study of buying preferences of urban dwellers, by cities.
3. U. S. Department of Agriculture's 1955 Household Food Consumption Survey, by regions and nationally.
4. U. S. Fish & Wildlife Service for studies on fish consumption.
5. U. S. Public Health Service study on smoking showing who smokes what and how often.
6. U. S. National Health Service study on the use of medicine by region and by income. This shows, among other things, that children are most susceptible to colds, women are second, and men are least susceptible.
7. The Wharton School of Business, University of Pennsylvania.
8. National media studies such as *Life* magazine, networks, Sunday newspaper supplements.
9. Local media studies such as the *Daily News* "Profile of Millions."
10. Starch Annual Consumer Study.
11. Trade association studies such as The Brewer's Foundation report on beer consumption.
12. Original, custom-made research.
13. MRCA (Market Research Corp. of America) which has had for more than 20 years a National Consumer Panel of about 7,500 families filing weekly diary reports showing what they bought, where they bought it, how much they paid for it, whether a special 'deal' influenced the purchase.

Obviously Uncle Sam is a prime source of data but, as most marketing men also note, "The big problem with public information is that it often is dated, it's too old. But when it's the only stuff available, we use it and augment it with original research. The best thing

about Uncle Sam is that he'll do special runs at cost which means that when he has the info we can get it the way we want it without going broke. But even that has its handicaps; so many of us want special runs that Uncle Sam has a first come, first served policy. When you're in a hurry and you're last on line it can be frustrating."

### Heavy users, prime prospects.

What every market profile tries to pinpoint, spotlight, isolate, identify are the heavy users of and the prime prospects for the product being sold. The heavy users refers to the 20-30% of the customers that used between 60-70% of a product and every product has that sort of a cadre. (Remarks one marketing man about mouth wash consumption, "Some people use so much mouth wash they must drink it!")

The prime prospects can come from the medium and light users of the product, obviously on the premise that it's easier to sell a tobacco product, for example, to a smoker than a non-smoker. So that one facet of a marketing profile is "Do we concentrate on holding the customer we now have or do we go after new customers? Or do we marry them into a combination. If so what portion of the budget should be allocated to holding the old vs. attracting the new?"

The never mentioned nightmare of every marketing man is "Where did that customer go?" and the road markers that show where they've gone are many and varied. One will indicate that sales are steady but repeat sales are declining (see chart, page 27) so a drive aimed at brand loyalty might be indicated.

Another marker can show your brand lagging behind the field in certain areas (see chart, page 28) where another brand is exceptionally high. The shrewd marketing man studies the high brand to see why they're so strong where he's so weak before he takes action.

**Zero-in on the up.** Another signpost (see chart, page 29) shows why marketing men rarely leap before they look. Tonnage figures show one brand dropping sharply, another brand rising just as sharply. The first reaction might be to zero-in on the up-brand on the premise that they are taking your cus-

tomers. But the monthly MRCA reports showed every competitor was getting a piece of the slumping product. So the marketing man goes after the field instead of sharpshooting at just one brand.

The MRCA reports are used by some 75 of the major advertisers. They break out product and brand purchases in percentages of national consumption and can also be further broken into regions and counties. And since MRCA also offers a number of affiliated services, such as doing store audits anywhere and anytime, the advertiser has available and uses this 25-year-old research firm for much of his basic marketing data. (MRCA reports go only to clients, not to agencies; but as with Nielsen and other syndicated surveys the agency has no trouble in getting a copy of the report.)

In the last two years MRCA, which did research for the now defunct Broadcast Advertising Bureau (BAB), has been gathering data from its consumer panel showing what publications they read and what programs they watch. But essentially it has done no business with broadcasters since the BAB days and now services only advertisers and, from time to time, does special studies for print media.

It is the hard drive for more efficient marketing and media use that has taken the wraps off computers (some marketing men think this has happened a year or two too soon, yet they welcome it as the equivalent of an adrenalin injection that will stimulate the minds of agency and advertising) and posed broadcasters with the need for providing more definite data. Advertiser marketing men talk with agency marketers but rarely do they chin with broadcasting executives.

**The life cycle.** Consequently many a station prexy may not know that one new development in desired demographic data is what some marketers call "the life cycle classification." This has categories labeled Young Family Without Children, Young Family With Young Children, Older Family Without Children, Older Family With Young Children, Older Family With Older Children. To marketing men thinking of tomorrow,





## CAPE CANAVERAL?

### TAKE A SECOND LOOK

It's Litton Industries, coming to Duluth. Litton manufactures everything from electronic cooking units for the home, to business machines, to guidance and control systems for space vehicles. KDAL welcomes this vigorous, technological industry to the growing Duluth-Superior market. Litton plans to provide 1,500 new jobs within the next year!

Why don't you take a second look at the Duluth-Superior-Plus market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior—plus coverage in three states and Canada—through fifteen licensed translator stations! And only KDAL—serving over 250,000 television homes—delivers it all!

**KDAL**  
a WGN station

Welcomes Litton Industries  
to Duluth





this data has meaning.

Other specifications for tomorrow deal with personality areas such as customers that are conservative, aggressive, introvert/extrovert, resist change/change easily, hesitate to experiment/are willing to try a new product.

Thus marketing profiles become ever more complex as the drive for more effectiveness and more economy leads to the need for more information. And whereas it was relatively simple to work with a dozen factors in devising a market plan, working with two dozen factors becomes that much more difficult.

**Computer.** In marketing, the computer might solve the similar problem of how to move the most merchandise the furthest distance with the least expenditure of funds. And computer men were quick to explain that machines could work with anything that could be reduced to a mathematical model. ■

## AUTHORS

(Continued from page 31)

interested professionals some time next spring.

**For script-writers.** Definitive and highly professional is "The Television Writer" by Erik Barnouw. Under the Hill & Wang imprint, it is a splendid working tool for both practicing and aspiring script-writers. Barnouw, in addition to surveying the television industry as it affects the writer, deals knowingly with such script problems as dialogue, action, camera usage, openings, etc.

Of course, other Madison Avenue commercial adjective tillers also find spiritual nourishment in producing books for the trade as well as the general public. Among them is Richard S. Lessler, vice president of all marketing services (media, planning, research and merchandising) at Grey Advertising, who is co-author with Dr. Nugent Wedding, professor of marketing, University of Illinois, of "Advertising Management," just released by Ronald Press. Lessler was co-author of "Advertising Media" (with Lyndon O. Brown and William Weilbacher of Dancer-Fitzgerald-Sample), published by Ronald

Press several years ago. Lessler's new book is a text and case book.

**Updating book.** Max Geller of Weiss & Geller is revising his book "Advertising at the Cross Roads" which Ronald Press published several years ago. The Geller book, an outgrowth of a doctoral thesis, calls attention to advertisers and agencies to clean house or there will be sterner federal regulation.

Albert Meglin of the research and promotion department of The Katz Agency is writing the section "How to Write A Television Play" for the book "For Writers Only" edited by Anne Espock. Grove Press will publish it in 1963. Meglin's most recent tv play, "The Inner Panic," was seen on the *U. S. Steel Hour* last month. Seven of his plays were previously produced on tv. Early this year, Harold Mehling wrote "The Great Time-Killer," a study of television, under the World Publishing imprint.

Sam Slate, vice president and general manager of WCBS, New York, and Joe Cook, director of public information for the same station, are co-authoring a social history of broadcasting. The book will be published in 1963 by Macmillan. Both men are veterans in the field and their book starts with radio's role as early as 1901 and in essence, it will concern itself with the social and economic impact of broadcasting in America.

Many individuals are looking forward to the book which Dr. Frank Stanton, president of CBS, has promised to write for Alfred A. Knopf. Knopf has Dr. Stanton signed for a book but, according to latest word from the publisher, it won't be available for some time to come.

**Evaluation of tv.** Meanwhile, Knopf will publish "The People Look at Television" in February 1963. The book is by Dr. Gary Steiner of the Graduate School of Business of the University of Chicago and is reportedly the first comprehensive study of the American public's evaluation of television. The book is based on results of a nationwide project by the Bureau of Applied Social Research of Columbia University under the direction of Prof. Bernard Berelson. The project was made possible by a grant from CBS. Dr. Stanton re-

cently said the study should prove a landmark in mass communications technique.

Prentice-Hall reports that "Handbook of New Product Development" by Peter Hilton of Kas-tor, Hilton, Chesley, Clifford & Atherton has been having a steady sale since its appearance early this year.

Still another advertising agency leader, Leo Burnett, head of Leo Burnett Co., has scored a literary hit with a privately printed book crowded with the adman's personal philosophy and credo for better advertising. It is tagged "Communications of an Advertising Man," and is filled with excerpts from the speeches, articles, memoranda and miscellaneous writing of the Chicago adman who regards advertising more as a religion than a business.

**Real dynamite.** David Susskind, executive v.p. of Talent Associates-Paramount, Ltd., according to authoritative sources, has jotted down his experiences in broadcasting but the book is reportedly filled with dynamite, hence the hesitation on the part of some publishers to bring it forth at this time.

Terrence O'Flaherty, the outspoken radio-tv critic of the San Francisco *Chronicle*, has penned his views on broadcasting in an upcoming book, called "The Illustrated Air" which Appleton-Century-Crofts has accepted for publication, but no date has been set.

**Best of "Emphasis."** Fresh in the bookstalls is "The Best of Emphasis—Opinions and Insights by the World-Wide NBC News Staff," compiled and edited by Arthur W. Hepner and published by the Newman Press. Hepner, a former NBC News staffer and now editor of manuscript services at John Wiley, Publisher, gathered 185 essays from the five-minute series, *Emphasis on NBC Radio*. Contributors include Chet Huntley, David Brinkley, Pauline Frederick and other network newsmen. William R. McAndrew, executive v.p., NBC News, contributes a foreword.

Broadcasters will undoubtedly make splendid use of "For the Young Viewer," edited by Ralph Garry, professor of educational psychology, Boston University; Frederick B. Rainsberry, national



# CRYSTAL BALL ANALYSIS of Rochester TV...

**I PREDICT** *(a look into the Rochester TV future  
with Ervin F. Lyke, President of WROC-TV Channel 8)*

## • BIGGER AUDIENCES FOR WROC-TV

Forget the population growth in the Rochester area and there will still be a bigger TV audience because of the addition of a new channel. This has been the pattern in cities all across the country. With a larger audience Channel 8 will continue to have more viewers. In survey after survey, WROC-TV is the No. 1 station in Rochester.

## • MORE COLOR TV VIEWERS

Sales of color TV sets are way up. With 70% of WROC-TV's nighttime shows and 50% of afternoon programs in color, more area viewers are tuning in Channel 8—the only Rochester station carrying a regular color schedule.

## • WROC-TV WILL CONTINUE TO BE ROCHESTER'S NO 1 STATION

This prediction is based on a number of key factors: 1) Continuing surveys; 2) NBC's strong fall and winter programming; 3) Color TV, exclusive on Channel 8; 4) WROC-TV's exciting local news, weather and sports shows.



## Among Top Color TV Shows ONLY on Channel 8

Saturday Night Movie  
Meet the Press  
Walt Disney's World  
Bonanza  
Price is Right  
Brinkley's Journal  
Tonight  
Laramie

Empire  
Virginian  
Hazel  
Andy Williams  
Sing Along with Mitch  
Jack Paar  
Perry Como

**NEW \$400,000 transmitter  
makes viewing great  
on Channel 8**

**BUY THE STATION  
MORE PEOPLE WATCH**

**WROC**  
ROCHESTER, N.Y.

**TV 8**  
CHANNEL  
BASIC NBC

*Represented by*





supervisor of school broadcasts of the Canadian Broadcasting Corp.; Charles Winick, consulting psychologist, Columbia University, and published by McGraw-Hill. Succinctly, the book describes 425 programs broadcast during '60-'61 and '61-'62 seasons by more than 200 tv stations across the country. The book is sub-titled "Television Programming For Children . . . At the Local Level." It is edited on material gathered by the Television Information Office. The hard-bound edition of the book is available through normal book channels. The paperback edition is being distributed by TIO to tv stations, libraries, schools and other educational institutions as well as among the nation's top opinion makers.

**Continuity writing.** Just published is "Radio and Television Continuity Writing" by Louise C. Allen, associate professor journalism, Texas Technological College; Audre B. Lipscomb, continuity director, KCBD (AM & TV), Lubbock, Tex., and Joan C. Prigmore, continuity and promotion director of the same station. The advisory editor is Prof. Irving A. Falk of NYU radio-tv department. The publisher is Pitman Publishing Corp. The authors describe the origins of radio and tv, basic operations of stations, the art of collecting copy data, writing copy, still and motion pictures techniques, etc. An added dividend is the section on public service, promotion and merchandising and a fine reference division including codes.

The paperback publishers, too, have been issuing original works on various aspects of the broadcasting industry. Notable is Ballantine Books, which earlier this year brought forth "Tv in America: The Morality of Hard Cash" by Meyer Weinberg. Among other things, it is a careful study of the tv quiz show scandals, payola, etc. Also on the Ballantine Books list this season is "The Hungry Eye" by Eugene Paul. It is sub-titled "An Inside Look at Tv—The Shows, the Personalities, the Fabulous Incomes and Fantastic Costs." Crowell-Collier has issued a paperback edition of Stan Opatowsky's "Tv, The Big Picture." It is a re-

vised edition of his hardback job.

**Eighth art.** One of the major events this year is the publication of "The Eighth Art: Twenty-three Views of Television Today," published by Holt, Rinehart and Winston. The introduction is by Robert Louis Shayon of the *Saturday Review*. Notably fresh essays (though penned several semesters ago) on diverse aspects of television are contributed by such knowledgeable individuals as Gilbert Seldes, Leo Rosten, Ashley Montagu, Brian O'Doherty, Tyrone Guthrie, Richard H. Rovere, Tad Szulc, Eugene Burdick, Alan Pryce-Jones, A. E. Hotchner and Charles A. Siepmann. Shayon reveals at the outset that the majority of articles in the book "are companion essays commissioned by CBS TV in 1960 for publication in different issues of a projected quarterly magazine." The idea of a CBS TV quarterly was ultimately abandoned.

**ANA best seller.** From the Assn. of National Advertisers comes the cheerful word that it has a literal best seller on its hands. Published at the tail-end of 1961, "Defining Advertising Goals For Measured Advertising Results" has to date sold in the region of 10,000 copies at \$7.50 for non-members and \$5 for members. Its author is Russell H. Colley, management consultant who wrote the book under the auspices of an ANA committee.

Another potential best seller on the ANA list is "The Computer in Advertising," published under the auspices of the organization's advertising administrative control committee. The book contains the papers given at the five-session seminar on automation in advertising, sponsored by Central Media Bureau.

**Look to the future.** Also successful, in its own way, has been "The Communications Challenges in the Decade of the '60s," a study by Bozell & Jacobs, advertising and public relations. The study first appeared in hardcover early this year. Its author is Bob Resor, senior vice president of B&J. He's in charge of research and long-range planning in the eastern operation of B&J. Of great value to marketing men, the study predicts that advertising expenditures in 1970 will

total from \$22 billion to \$25 billion, double the 1960 figure of slightly under \$12 billion. Moreover, tv, during the '60s, will probably undergo some of the widest changes among mass media, Resor feels.

**Tv direction.** Also from the Hill & Wang publishing house comes a new, up-dated guide to television directing and producing, "The Television Program: Its Direction and Production," by Edward Stashoff and Rudy Bretz. The book is filled with photographs, diagrams, production charts and working directors' scripts of top tv shows. This is the third edition and carries 75% new material.

Bernard Ryan, Jr., radio-tv copywriter for BBDO, has authored "So You Want to Go Into Advertising" under the Harper & Row imprint. In collaboration with his brother, Leonard Eames Ryan, a New York newspaperman, he has also written "So You Want to Go into Journalism" which Harper & Row will publish in early winter of 1963.

The BBDO shop, a constant beehive of literary activity, also boasts of John Caples, a v.p. and account executive on *The Wall Street Journal* account. A revised edition of Caples' "Tested Advertising Methods" was recently issued by Harper & Row. The new edition carries a foreword by Charles Brower, president of BBDO. It has been translated into Japanese and a German edition appears likely. Another Caples book, "Making Ads Pay," is still going strong on the Harper & Row list. Caples is presently at work on his autobiography. It will deal largely with his 35 years in advertising.

Doris Willens, former advertising columnist on the *New York Journal American* and now at work on special projects at Grey Advertising, recently completed a non-fiction, behind-the-scenes, account of the advertising business, according to various reports. There is no title or publisher, as yet.

**Tv's dilemma.** Yale Roe, assistant daytime sales manager, ABC TV, and author of "The Television Dilemma: Search For A Solution," published by Hastings House, is getting excellent notices on the book. "The Television Dilemma" probes the realities of both com-



mercial and educational television. Many agency executives including Dick Pinkham, senior v.p. in charge of radio-tv, Ted Bates, and Herbert Zeltner, v.p. and media director, Lennen & Newell, have saluted Roe for his clear analysis of the problem. Said Zeltner: "Probably the only thing rarer than a truly fine tv program is an excellent book on the subject. For sheer readability and validity it is one of the best I've come across." Sociologist and author Leo Rosten described Roe's book as most knowledgeable, sensible and entirely fair.

Though not entirely devoted to communications and advertising, there are sections of Vance Packard's new book, "The Pyramid Climbers," published by McGraw-Hill, which concern themselves with these avenues of persuasion. There are numerous references to the role of the rising executive in advertising and allied fields. Two books on "brain testing" are being read with considerable interest in the advertising fraternity. One is "The Tyranny of Testing" by Banesh Hoffman, published by

Crowell-Collier Press, and the other is "The Brain Watchers" by Martin Gross, published by Random House. Broadcasters and agency folks will, no doubt, read "My Time Is Your Time," (Obolensky) the Rudy Vallee story by Vallee and Gil McKean, to be published 1 December. J. Walter Thompson personnel, in particular, will dwell upon Vallee's account of *The Fleischmann Hour*.

**Fiction offerings.** Nor are broadcast characters and ad row creations being neglected by contemporary novelists. Of recent origin: Walter Ross' "Coast to Coast" (Simon & Schuster); Steve Allen's "Not All of Your Laughter, Not All of Your Tears" (Bernard Geis Associates) and the upcoming novel, "Georgie Winthrop," by Sloan Wilson, author of the celebrated "Man in the Gray Flannel Suit." Harper & Row will publish Wilson's story of the man who lives next door to the man in the gray flannel suit in January of 1963. Morrow, some months ago, published Ted Rogers' novel, "Face to Face," dealing with the presiden-

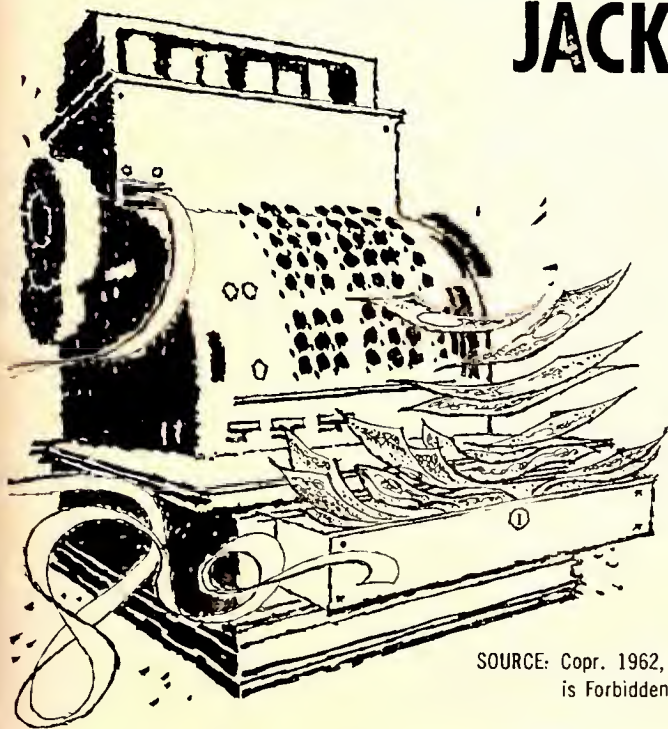
tial tv debates. Rogers, now staff producer for MGM TV, was tv director for Richard Nixon during and before the 1960 presidential race.

**Great debates.** Many earnest studies have been made of the presidential tv debates in 1960 but the most definitive appears to be "The Great Debates: Background-Perspective-Effects," edited by Sidney Kraus with an introduction by Harold D. Laswell and published by Indiana University Press. The book contains comments from political scientists, tv experts, sociologists, etc., on the four debates. Detailed research and statistical studies are included as well as the full debate text.

A sober-sided, objective study of present television is to be found in "Living With Television" by Ira O. Glick and Sidney J. Levy and published by Aldine Publishing Co. of Chicago.

A number of industry leaders have contributed specific chapters to "Public Relations Handbook," published by Prentice-Hall. Con-

## IN THE SOUTHEAST'S DYNAMIC METRO AREAS **JACKSON, MISSISSIPPI** RANKS:



- ★ FIRST IN TOTAL PER-HOUSEHOLD SALES!
- ★ FIRST IN PER-HOUSEHOLD FOOD SALES!
- ★ FIRST IN PER-HOUSEHOLD APPAREL SALES!
- ★ FIRST IN PER-HOUSEHOLD FURNITURE AND HOUSEHOLD APPLIANCE SALES!
- ★ FIRST IN PER-HOUSEHOLD AUTOMOTIVE SALES!
- ★ FIRST IN PER-HOUSEHOLD SERVICE STATION SALES!
- ★ FIRST IN PER-HOUSEHOLD DRUG SALES!

SOURCE: Copr. 1962, Sales Management Survey of Buying Power; further reproduction is Forbidden

**WLBT** channel **3**: HOLLINGBERY - **WJTV** channel **12**: KATZ



tributors include Sidney H. Eiges, vice president of public information, NBC; John F. White, president of National Educational Tv and Radio Center; Sol Dolgin, executive producer, Audio Visual Research Co., and Marion Harper, president of Interpublic, Inc. Philip Lesly is editor of "Public Relations Handbook."

If some of the above titles may appear too pedantic and rather awesome to undertake, the publishers, aware that there are also sheer pleasure seekers among communicators, have fashioned solely for their benefit a number of lighter and indeed more bouncy enticements, to wit, "The Madison Avenue Cook Book for People Who Can't Cook and Don't Want Other People to Know It" (Holt) by Alan Kohler, a Ted Bates copy writer, and "The 24 Hour Drink Book" (Obolensky) by Ralph Maloney, a guide to executive survival. This is especially for Madison Avenue account execs who've just lost a fat account to a rival agency.

## REP BROTHER ACT

(Continued from page 34)

became a vice president, assuming administrative responsibilities. He calls on such agencies as William Esty, Benton & Bowles, Young & Rubicam, Hicks & Greist, J. M. Mathes, and Ben Sackheim. Vic is married and the father of three youngsters.

Claude, who gave up 'bachelorhood two years ago, often encounters his radio-selling brother during agency calls. Joshingly, Claude accuses Vic of winning away business "because he has children to support." But this, both admit, is just a running gag between them since neither one infringes upon the other's territory.

The brothers are popular with buyers. Their flair for light humor impelled one media buyer to remark that "they brighten the day when they pop in on us."

Although Claude's later career parallels brother Vic's, he started from another area. During his college days at Boston University, he worked part-time for Campbell Soup Co. as contact salesman for

chain food stores.

During the summer he tried his hand at acting with the Booth Bay Players in Maine. He also served as advertising director of the Somerville Community Theatre. An artist, Claude nowadays paints as a hobby.

In 1949, he joined Reuben H. Donnelley Corp. as supervisor-salesman. He spent six years there concentrating heavily on merchandising activities.

He joined WWIN, Baltimore, as local salesman in 1956, where he serviced accounts, wrote copy, and worked out creative and special campaigns for prospective radio clients.

Two years later, he joined Meeker in New York. In four years with Meeker, Claude's "beat" has taken him to most of the agencies in New York, Boston, and Philadelphia.

Both Claude and Vic are articulate on their favorite subject, selling time. But when asked to capsule their theories, the Pianos agree they mean "get the business!"

## CITRUS TV BUYS

(Continued from page 36)

tion with the fact that all Sunkist funds go to advertising, results in Sunkist far out-advertising Florida on a per pound basis.

**Product competition.** In the fresh line both California and Florida oranges have particular advantages which are singled out for advertising. For home squeezing and making of juice the Florida oranges give 25% more juice; for eating out of the hand—the way 70% of fresh oranges are used—the Florida oranges present considerable peeling and sectioning problems, making California oranges better.

With processed juice the Commission can afford to advertise generically, as there is almost no competition. Since Florida oranges provide a great deal more juice, that state was a natural to become the almost exclusive developer of the processed juice industry, providing for 99% of sales in the field, Millard emphasizes. Thus, when advertising processed juices the ad pitches are for the taste and nutritional value of oranges, applying to all oranges, but in fact of bene-

# SELL IT

...to the adult **KFMB RADIO** audience! Big audience, attentive listenership close the sale for you. Pulse and Nielsen say **KFMB** has more adult listeners than any other station in the better part of Southern California.

## **KFMB RADIO**

### **SAN DIEGO**



Symbol of Service

*Transcontinent Television Corporation*

IN TELEVISION: WGR-TV BUFFALO  
WDAF-TV KANSAS CITY • KFMB-TV  
SAN DIEGO • KERO-TV BAKERSFIELD  
WNEP-TV SCRANTON-WILKES BARRE

Represented by  
**Edwards, Patry & Co., Inc.**  
The Original Station Representatives

IN RADIO: WGR & WGR-FM BUFFALO  
WDAF & WDAF-FM KANSAS CITY  
KFMB & KFMB-FM SAN DIEGO  
WOOK & WOOK-FM CLEVELAND

380 MADISON AVENUE • NEW YORK 17, NEW YORK



fit to Florida producers, since the Florida juice is the only kind processed in large quantities. (Against all processed juices, including all fruits and vegetables, orange captured 43% of market last year.)

The processed juice commercials associate the juice with starting-the-day-right, and therefore get people into the habit of drinking it regularly. A generic frozen can design, similar to almost 250 can-styles, is used in the commercials. The can reads simply "100% fresh-frozen concentrated orange juice from Florida."

**Seasonal advertising.** Florida Citrus uses tv to extend reach on a continuing basis and to provide impact during seasonal sales periods. The campaign periods parallel crop movement and therefore are heaviest between October and May for Florida oranges (80% of the budget is spent in these eight months). California fresh oranges are available all year-round: a Valencia crop in April and a Naval crop in November. Therefore Florida's fresh orange competition is spread out over the months.

In processed oranges Florida advertises throughout the year with emphasis on winter. Also, if orange crops fail, frozen orange juice spots are sometimes substituted for fresh, the fresh orange budget being much larger.

Here is how the tv campaigns have been planned:

- A four-month daytime network package on ABC for Florida processed juice was completed in October. It featured 11 spots a week on eight different shows, including *Yours for a Song*, *Day in Court*, *Queen for a Day*, *Who Do You Trust*, and others with major female appeal.
- A spot tv nighttime campaign amounting to \$350,000 begins today (12 November) for four weeks. The agency will use programs of primary interest to women in their 50 top marketing areas, which closely correspond to the nation's 50 top business markets. The number of stations per market is one to six.
- Another campaign on network, costing \$1.5 million, will begin in January and last five months.
- A \$350,000 four-week spot campaign similar to the current

one will be repeated in April 1963.

Florida Citrus buys primarily in network tv. This crop year the funds are being distributed on about a five-to-four basis: network receiving \$1.9 million of the \$2.6 million tv budget.

**Commercials.** Type of viewer, program content, and size of audience are the three primary criteria used in selecting programs for Florida Citrus commercials. The Commission avoids programs it considers too violent or incompatible with its sales message, and searches out those which can deliver large housewife audiences efficiently. Commercials are usually filmed, and can run within or between news, movies, live or filmed programs.

The client has recently approved a new pool of television commercials which focus on the taste and vitamin C benefits of oranges and orange juice. Particular importance is placed upon breakfast since that represents the time when most juices are consumed. The commercial emphasis is directed to mothers by using children importantly. The sales points are:

**Taste.** The agency and client consider this most important. According to U.S. Department of Agriculture studies, orange juice is the most popular taste next to chocolate. Buy it "because it tastes so bright and delicious," the storyboard reads.

**Health.** The abundance of vitamin C in orange juice provides a special advertising advantage. It is one vitamin the body cannot store and therefore should stock up on every day. The copy says each person should drink it because "he has burned up yesterday's vitamin C" and "his body thirsts for it."

**Value.** The cost of a glass of juice is low, less than 5 cents. Have it for breakfast because it's "so economical" the copy says.

More so than most any other product, oranges and orange juice are suited for color tv, but agency executives say "it's just too darned expensive." Millard explains the temptation is great, however. "We will continue using a lot of television—perhaps even more of it as crops and funds increase, and look forward to the day we can recommend color tv as economically sound."

## ONE BUY . . . CITY-GRADE COVERAGE OF TWO MARKETS

WALA-TV is the only Mobile station that also delivers city-grade coverage in Pensacola . . .

PLUS coverage of the rich Mississippi Gulf Coast; the industries and military installations of West Florida and dozens of inland cities and towns.

The WALA-TV Market—  
Over A MILLION PEOPLE with  
nearly \$2 BILLION to spend!

Contact:  
Select Stations, Inc.  
or  
Clarke Brown Co.



TALLEST TOWER ON THE GULF COAST

**WALA-TV 10** 

MOBILE - PENSACOLA

## GIANTS-DODGERS BASEBALL:

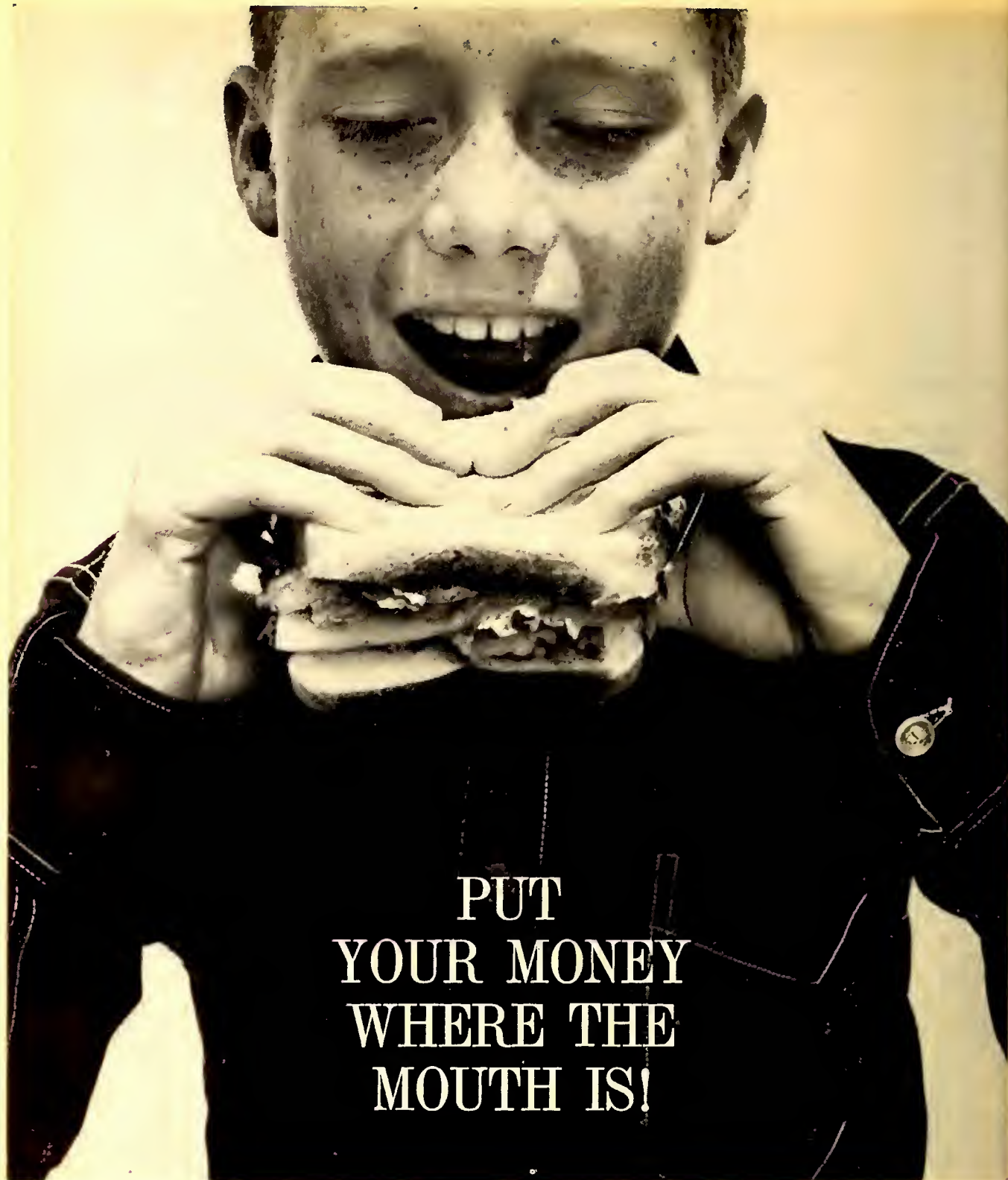
1,250,000 viewers  
35.3 average rating  
65% average share

The American Research Bureau (ARB) conducted audience surveys during the KTVU Channel 2 telecast of Giants-Dodgers Baseball September 3rd thru 6th.

The average ratings for 4 games as reported by ARB was 35.3. The average share of audience was 65%.


These ratings projected against KTVU's total coverage indicated an audience of over 1,250,000 viewers per average minute of the games.

The Nation's  
LEADING **KTVU**  
Independent CHANNEL **2**  
TV Station SAN FRANCISCO • OAKLAND



**PUT  
YOUR MONEY  
WHERE THE  
MOUTH IS!**

20% of the food distributed through Houston warehouses is consumed by families in Beaumont/Port Arthur/Orange. If your spot television budget is based on wholesale distribution figures in Houston, you're missing

one-fifth of the consumers. If you put your television dollars on any other station in the Beaumont/Port Arthur/Orange market, you're missing 43% of the viewers.  Peters Griffin Woodward **CBS**

**KFDM-TV CHANNEL 6**



# WASHINGTON WEEK

12 NOVEMBER 1962 / Copyright 1962

What's happening  
in U.S. Government  
that affects sponsors,  
agencies, stations

The Justice Department won a sweeping Supreme Court victory in the tv block-booking case. So complete was its triumph that it would be some sort of minor miracle if the antitrust division doesn't turn out to be emboldened to proceed with other antitrust cases in the tv industry.

A lower court decree banning TV block booking of feature motion pictures had been appealed by five major distributors of such films, Loews, Inc., Screen Gems, Associated Artists, United Artists and National Telefilm.

Justice also appealed, but on the grounds that the decree should have been tougher. National Telefilm then submitted a brief opposing this Justice position.

Except for very minor modifications, the final Supreme Court decision went all down the line for Justice. The decision against block booking was 9-0. The decision to insert in the decree the added features was carried by 7-2, with the dissenters objecting not to the conclusions but only to Supreme Court's findings dealing with the decree's overlooking palpable errors by the lower court.

While the suit in question involved pre-1948 films, the decision is all-embracing. Distributors must now offer motion pictures individually, with individual prices, and prices of single films must not be higher than prices of the same films in a package, except for "legitimate" bulk sale savings.

The fact that the Supreme Court went down the line for the Justice Department position probably will be no more of an encouragement to the government lawyers than the fact that there were only two dissenters—and they on technical grounds rather than on the merits.

One fact that has emerged quite clearly from the dragging RKO-NBC-Philco hearings: the scare statement of RKO counsel Ted Pierson to the effect that a victory for Philco would mean the end of NBC as a network amounted to an understatement of the significance of the case.

Pierson based his "prophecy" on the fact that NBC would have to be declared disqualified by RCA-NBC antitrust law violations from owning any tv stations in order for Philco to win the NBC Philadelphia channel.

As the Philco evidence slowly comes in, and as NBC lawyer Irving Segal tears into it on cross-examination, it appears that little is being established which would not also apply to almost any large corporation.

The upshot of the proceedings to date is that many another station operator would be just as open to attack, some more so than NBC, if the FCC should decide against NBC on the basis of evidence thus far. A decision adverse to NBC in this case would likely lead to challenges of the same sort to license renewals for many of the most valuable tv franchises. Such a decision might open a Pandora's box which could shake the entire industry.

All stations coast-to-coast probably heaved a single united sigh of relief as election day came—and went: Equal time and fairness complaints reached a new high.

The FCC, for its part, was just as much under the Senate Watchdog Subcommittee gun as were the broadcasters, and never before were rulings on complaints so many and so quick. Even though in one case, the FCC was divided 2-2 and therefore couldn't decide.

This case brought out the most unusual lineup ever. It was Hyde voting against ally Craven. And it was Minow voting against ally Bartley.

Despite all the furore, if no new facts come to the fore it is virtually certain that both the FCC and the Watchdog Subcommittee will find that the broadcasting industry did better than ever this year.

# SPONSOR HEARS

12 NOVEMBER 1962 / Copyright 1962

A round-up of  
trade talk, trends and  
tips for admen

A report circulating in the food field is that P&G is giving serious thought to latching on perhaps to the coffee packaging business.

The entry, goes the report, would be through acquisition of an established coffee processing company.

NBC TV's rule apparently is first come first served even if it has to do with a class documentary.

Jergens put in an order for the complete sponsorship of the World of Jacqueline Kennedy and was told sorry, but American Home Products had ordered half just before you.

Jergens insisted that it be all or nothing. The network stood pat on the AHP order.

Ever hear of the term "sponge" as referred to a nighttime tv network program?

Well, it's used by network sales negotiators and denotes a show which provides bonus spots in a package negotiation. The "sponge," a low rater, is tough to sell.

The "sponge" makes a handy tool in this way: it lets the negotiator get around price cuts on other programs in the package, which likely would make it incumbent on the network to grant the same cut to other advertisers in these other programs.

General Mills and Maxwell House Coffee can both celebrate their 35th anniversary as consistent participants in network media.

Both were included among the 22 sponsors that the Red and Blue networks had in 1927. All but General Mills and Maxwell House vanished from the networks in the course of time.

The dramatization of the FBI may be back in tv next season.

Reports have it that Warner Bros. has been quietly showing a pilot on that theme to selected prospects.

Back in the heyday of radio there were two glorifiers of the bureau. They were the FBI in War and Peace (Equitable Life) and This is Your FBI (Lava soap).

Top AB-PT management vigorously denied the report as noted here last week that it was apparently looking for a man outside the organization to head up ABC TV as president.

Said the AB-PT spokesman: We're happy with Tom Moore; he's staying as head of the ABC TV network.

Admen can't escape the air media sell even when they get to their suburbia and exurbia lairs.

Staring at them these days as they step on the platform from evening trains are three-sheet billboards plugging some station in the provinces, with the name of its rep duly noted.



# *Why it pays to advertise your station in a broadcast book*

---

## BECAUSE THE TIMEBUYER IS KING

---

**T**here's nobody better qualified to advise you how and where to invest your national advertising dollars than your own national representative.

He'll tell you that the time-buying system really works. Which means that at any of the top 50 (or top 100) advertising agencies placing national spot business the recognized time-buyer, backed up by his supervisors, decides which stations get the nod. Sure, there are exceptions to the rule. Of course there are some account executives and ad managers that exert a heavy influence. But, by and large, the

timebuyer is king.

Reaching the timebuyer, and the other men and women who strongly influence a spot buy, is a job for a specialist. That's why the several thousand timebuyers (by job title and job function) who buy national spot read the broadcast books. Moreover, they rely on them. They rely on one or two favorites almost to the exclusion of all others.

Buy broadcast books to give your national campaign impact where it will do the most good . . . at least cost.

a service of  
**S P O N S O R**

# SPONSOR-WEEK

Continued



## It's better to give than to receive

KDKA, Pittsburgh, decided to celebrate its 42nd anniversary by giving away this "Kottage" in Bear Rocks. Here, l-r: promotion mgr. June Trax; personalities Mike Levine and Bob Tracey; Boris Weinstein, p.r. dir. for Marc, Bear Rocks agency



## United Fund auction

A gambling room atmosphere prevailed when the radio-tv club of Pittsburgh assembled to "auction off" 13 radio and three tv stations to United Fund for one-day public service effort



## Back in the fold

Arthur Hull Hayes (l), CBS Radio pres., and Worth Kramer, Goodwill Stations pres., sign the affiliation contract under which WJR, 50 kw Detroit station, will return to the network

## Advertisers

B. F. Goodrich, when it buys advertising for its 1963 spring and summer lines of footwear, will be buying it all under the Goodrich brand name.

Heretofore the company promoted P-F and Sun-steps under both the B. F. Goodrich and Hood brand names.

Included in the consolidation is the realignment of sales territories, strengthening of distribution facilities, and a boost in advertising and promotion on the national and local levels.

**Financial reports:** B. T. Babbitt reported net sales for the nine months ending 30 September were \$15,605,000, an increase of 5.2% over \$14,839,000 for the corresponding period of last year. Net earnings were \$424,000, which is equivalent to 31 cents per common share and compares with \$200,000 or 13 cents per share for the 1961 period . . . Philip Morris net sales for the quarter ended 30 September were \$142,370,000, up 6.3% over the third quarter of 1961 when net sales were \$133,963,000. Net income amounted to \$5,947,000 equal to \$1.58 a common share. This compares with net income of \$5,767,000, or \$1.50 a common share. Net sales for the first nine months of the year amounted to \$410,819,000, compared with \$392,428,000 for the same 1961 period . . . Sterling Drug net profit for the nine months ended 30 September was \$18,280,198 an increase of 5% over the \$17,413,798 reported for the same 1961 period. Nine months earnings were \$2.29 per share, vs. \$2.19 and consolidated sales were \$178,235,421, an increase of 4.3% over 1961 nine-months sales of \$170,933,691.

**Campaigns:** Revere Copper and Brass (Adams & Keyes) is on NBC TV's "Today" with one-minute spots through 19 December and will use "Tonight" for a pre-Christmas gift drive . . . Healthknit division of Standard Knitting Mills (Edward H. Weiss) will use a light, sophisticated approach to advertise its cotton knitwear on Arthur Godfrey's CBS Radio show . . . A rec-



ord campaign that includes radio, tv, newspapers and billboards concurrently for the first time is now being mounted by Hotel Bar Foods for its Whipstix Butter and Hotel Bar Butter. Five radio stations in New York and NBC TV are being used. Pace is the agency . . . When the 1963 advertising campaign, including tv, opens for Evans Desert Toppings, the line of eight flavors will have a new corporate symbol and redesigned packaging. Weightman, Philadelphia, is the agency . . . Rexall Drug (BBDO) has set up the largest ad budget in its history for the 1962 Rexall Fall One Cent Sale that runs from 1-10 November, preceding the sale. Spots will be used on all three tv networks and five radio networks.

**Acquisition:** Hazel Bishop has bought substantially all of the assets and business of The Angelique and Co., Inc., Wilton, Conn. Angelique manufactures and distributes fragrance products.

**PEOPLE ON THE MOVE:** George M. Cheyne to manager of advertising for Collier Carbon and Chemical . . . Robert H. MacLachlan to merchandising manager of the foods division of Lever Brothers . . . Jack Northrup, general manager of the Grocery Products division, L. C. Bruce, director of advertising and marketing research, and William R. Rincher, special assistant to the president, to vice presidents of Purex Corp. . . . Allen A. Atwood, Jr., to marketing manager for mixes at General Mills, from director of advertising with Pepperidge Farm . . . William H. Stipich to the newly-created post of director of marketing services for Jos. Schlitz Brewing . . . Humphrey Sullivan to public relations director of Lever Bros.

## Agencies

Hertz has decided to consolidate all its divisions at one agency.

Remaining house is Norman, Craig & Kummel, which has been handling the Hertz Rent A Car and other corporate accounts.

NC&K will, effective the first of the year, also handle truck leasing, rent-all and car leasing advertising.



### Mixing a little business with pleasure

Management and talent of WAAF, Chicago, hosts of a Stork Club party for New York timebuyers, took time during the festivities to survey the station's cover ad in SPONSOR. Gen. mgr. Tim Davis (c) explains ad to colleagues (l-r): d.j.'s Daddy-O-Dayle, Norm Spaulding; Davis; pres. Homer Thieman, d.j. Jesse Owens



### Celebrating the cable cars

It's Golden Anniversary Year for the Municipal Railroad System in San Francisco. In celebration local concerns decorated the cable cars. KCBS personalities and execs climb aboard



### International exchange

The Berlin Wall is discussed by Col. Thomas Foote, Chief of Staff to the Berlin Commander (l) and Jefferson Standard gen. mgr. Charles Crutchfield on WBT show after latter's RFE tour



### Atlantic and Ayer get honorary "degrees"

WBAL-TV, Baltimore, hosted Atlantic Refining and agency N. W. Ayer in observance of 10 years of "The Atlantic Weatherman." L-r: Ayer a/e Jack McWilliams; weatherman Al Herndon; Atlantic adv. mgr. Richard Borden; Atlantic regional mgr. Louis Madden; stn. gen. mgr. Brent Guntz; Ayer's Jack Coverley-Smith



# WHAT ARE YOUR PHOTO REQUIREMENTS?

## "HADIBUTKNOWN"

When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates ('did you say only \$22.50 for 3 pictures, \$6 each after that?')—and such wonderful service ('one-hour delivery, you say?')—why, *had I but known* about you I would have called you long ago." Well, next thing he does is set our name down (like Abou Ben Adhem's) to lead all the rest of the photographers on his list. Soon, of course, he calls us for an assignment and from there on in he gets top grade photos and we have another satisfied account. (Here are a few of them: Association of National Advertisers — Advertising Federation of America — Bristol-Myers Co. — S. Hurok — Lord & Taylor — New York Philharmonic — Seeing Eye — Visiting Nurse Service of New York.) Why don't you call now and have our representative show you a few samples of our work?

## BAKALAR-COSMO PHOTOGRAPHERS

111 W. 56th St., N.Y.C. 19  
212 CI 6-3476



now the province of Needham, Louis & Brorby.

**Agency appointments:** Gold Seal Products, Birmingham, to Noble-Dury, Nashville . . . Hostachem Corp. to Mann-Wesley division of the Wesley Associates, for Sorbiac . . . Vitamin Corp. of America, division of Hazel Bishop, to Wermen & Schorr, Philadelphia.

**New quarters:** Joe Wolhandler has moved his PR agency to 155 East 55th Street, New York 22. Phone: PLaza 9-2050.

**New v.p.'s:** John T. Bruce, manager of the Portland, Ore. regional office, at Geyer, Morey, Ballard . . . T. Beverley Keim, general manager, at Soma Advertising Agency of Portland, from advertising director of Wynn Oil.

**PEOPLE ON THE MOVE:** Herb Gandel to media director of Richard K. Manoff . . . Lawrence C. Puchta to account supervisor at Young & Rubicam . . . Robert Varian to account executive at Kenyon & Eckhardt, from Lehn & Fink brand manager . . . Fred A. Narciso to the copy department of N. W. Ayer, Philadelphia . . . Reece T. Clemens to associate marketing and research director in charge of industrial products at Meldrum and Fewsmith . . . Howard F. Gersten, Norman Vale and Theodore Angelus to account executives on Colgate-Palmolive at Lennen & Newell . . . Jack Clyde Moser to director, tv and radio production, at McCurry, Henderson, Enright, Norfolk . . . Ruth Cerrone to vice president in the copy department, Donald Knoob to art director, John Voulgaris and Donald Spector to the copy staff of Cunningham & Walsh . . . E. James Charlesworth, account executive, to the New York office of Needham, Louis & Brorby from the agency's Chicago office . . . Henry Humphrey to account executive at SSC&B . . . John Gosnell to copy director and Mrs. Frankie Abourjilie to radio-tv director at Atlantic National Advertising Agency.

## Associations

Mel Burka, president of West Virginia Broadcasters Assn., is spearheading a drive for the establish-

ment of a State Civil Defense Communications Network.

In meetings with Governor Barron, Burka pledged the facilities of all West Virginia Broadcasters toward such a network.

In a similar move, the Oregon Assn. of Broadcasters has requested the FCC call a meeting of key broadcasters and communications officials in Oregon to study the establishment of an emergency communications network.

Peggy Stone, president of Radio-TV Reps and Jay Victor of Jay Victor Associates, will helm as co-chairmen a new committee to find jobs for unemployed members of Broadcast Pioneers.

The committee is a non-profit one which won't compete with employment agencies. Requests will be held in confidence.

**PEOPLE ON THE MOVE:** Jack Roth, president and general manager of KONO, San Antonio, has been elected president of the Texas Association of Broadcasters for 1963. Gene Hendryx of KVLFF, Alpine, is the outgoing president.

## Tv Stations

WJZ-TV, Baltimore, pulled off quite a sales coup in connection with its election night coverage.

The story involves Gunthers Beer last on sale in the market two years ago. At that time it was the number two seller in Baltimore. Hamm's Beer bought Gunther out and killed the brand name. Now Hamm's, third beer in town, has decided to bring back Gunther.

Re-introductory plans of Hamm and Campbell-Mithun called for an elaborate radio campaign starting 8 November on six local stations, with no tv for a while. But they were so impressed with the WJZ-TV election night coverage that they decided to "jump the gun" a couple of days and sponsor the returns on the station.

The new third station in Grand Rapids, WZZM-TV, signed on the air the first of the month.

A special program marked the opening and was hosted by emcee Mike Hamlin. He introduced v.p. and general manager Mark L. Wodlinger who pledged that his



station "will be an integral part of the community with news, information, public service and entertainment through locally-produced and network (ABC) programs."

A contingent from Peters, Griffin, Woodward was on hand for the occasion.

**Promotion note:** a unique contract with WKMI, Kalamazoo, provides for a blanket campaign by the radio station to create interest in the new tv outlet. In addition to promos, a news disbursement system has been arranged where WKMI will feed Kalamazoo news and receive news from the Grand Rapids station on a daily basis.

If your station has been wondering about investing in tape facilities, you'll be interested in some of the positive values of the investment uncovered by TvB.

The bureau surveyed 190 member stations and found:

- Three-quarters had tape facilities.
- Of those, 71% reported increases in local business because of tape.
- 51% reported savings in manpower.
- 49% use tv tape for sales meetings.
- 86% use tape for preparing sales presentations for prospective advertisers.
- 79% prepare commercials for prospective advertisers.

#### Ideas at work:

- **WBZ-TV**, Boston, has published an up-dated "Ad Man's Guide to Boston." It's a handy pocket-sized directory which includes such information as names, addresses, and phone numbers of agencies, studios, film laboratories, news clipping bureaus, reps, stations, publications, etc.

**Face lifting:** **KMTV**, Omaha, has started construction on a complete new building front ("pre-cast, white marble exposed-aggregate" terrazzo) scheduled for completion by the first of the year.

**Kudos:** Charles Stanyan, **KRON-TV**, San Francisco, cameraman, won the top award for tv news photography in the first annual Professional News Awards presentation, sponsored by the Press and

Union League Club. Also honored was "11 O'Clock News," for the best regularly-scheduled newscast in the area. Jerry Jensen is the newscaster . . . **Rudolph O. Marcoux**, general manager of **WLBZ-TV**, was elected to the Brewer, Me., City Council.

**PEOPLE ON THE MOVE:** Ernie Schultz to news director at **WKY-TV**, Oklahoma City, replacing **Dick John** who has moved to a Pittsburgh station . . . **Rusty Bruton** to production manager of **WSB-TV**, Atlanta, replacing **Mark Toalson** who is on leave of absence and will return to the station shortly in another capacity . . . **Jack C. Long** to national tv sales manager for **WSIX-TV**, Nashville . . . **Harold E. Carpenter** to local sales manager of **WPRO-TV**, Providence . . . **David Maxwell**, formerly sales manager, to vice president and general manager of **KLYD-TV**, Bakersfield.

### Radio Stations

Radio was used to tell radio's story at a recent presentation before the San Francisco chapter of the Sales Promotion Executives Assn.

Members were somewhat surprised when six transistor radios, placed around the luncheon table, suddenly came alive with the sounds of a special Bay Area radio story.

Chairman of the day Ron Wren, advertising and promotion manager of KGO, designed and built the miniature station.

There is a dangerous drift toward de-emphasizing news in radio, according to John F. Box, Jr.

The managing director of the Balaban stations also told the Dallas convention of the BPA that the major need today in radio is "experimentation of new programs and techniques."

#### Ideas at work:

- **WKBW**, Buffalo, disc jockey Dan Neavereth escorted the winner of the Savings Jamboree Magazine contest on a \$2,500 shopping spree at the Adam, Meldrum & Adverson Department Store.
- Tiny tots will jam the Main Ballroom of the Mayflower Hotel on 25 November for the annual

**WGMS**, Washington, D. C., National Symphony Orchestra Tiny Tots Concerts.

- **WJAS**, Pittsburgh, is saluting one mail carrier each day. Listeners nominate their carrier as the mailman of the month in the contest.

- **KDKA**, Pittsburgh, is celebrating its 42nd birthday by reversing the tradition and giving away a gift instead of receiving one. The prize: a newly constructed A-frame cottage in the Bear Rocks resort community in the Laurel Mountains. Listeners were asked to identify a series of mystery sounds on the air and suggest a name for the cottage.

- There were a lot of people in Nashville over the weekend to celebrate the Grand Ole Opry's 37th Birthday. And most of them were wearing bandannas, compliments of **WSM**, which was celebrating its 11th annual Country Music Festival.

For Spanish stations: Tele-Radio & Tv Sales, the rep firm which handles the Spanish **KEY** Market Group, is syndicating a new series

JACKSON, MISSISSIPPI  
**WJTV CH. 12**

64  
COUNTIES

OVER 1½  
MILLION  
PEOPLE

1615 FT.

JACKSON, MISSISSIPPI

of 260 half-hour Spanish musicals for radio featuring Lucho Gatica, singing star.

Happy anniversary: WKAT, Miami, celebrated its 25th anniversary on 1 November. The station is still under its original ownership. Mrs. Ucola Katzentine, now president, founded the company with her late husband in November of 1937.

Kudos: George Logan, WLW, Cincinnati, farm services director, has been presented the annual Spotlight on Dairying Award by the National Milk Producers Federation for "using originality and skill in the presentation of significant trends and developments in the field of dairy farming."

**PEOPLE ON THE MOVE:** Ken Malden to promotion manager of WGBS, replacing John P. Hanly who resigned to join a Miami advertising firm . . . Bob Blackburn to sports director of KEX, Portland . . . Paul Blanshard, Jr., to general manager of WFMZ, Allentown . . . F. Proctor Jones to director of sales

of WNAC, Boston, and the Yankee Network, from sales manager . . . Martin K. Hawthorne to account executive at WJW, Cleveland . . . Don E. Fuller, former regional and local sales director of WSJV-TV, South Bend-Elkhart, to commercial manager of WSJV. He'll continue to handle national sales for WTRC, Elkhart . . . Robert J. Zimmerman, sales manager, to station manager of KRUX, Phoenix . . . Aline Daly to director of sales service for KMOX, St. Louis . . . William Walker, station manager, to vice president and general manager of KLYD, Bakersfield . . . Jim McQuade, manager of financial and administrative services, to account executive at WCBS, New York, replacing Bob Hoskins who joins CBS Radio Spot Sales. Win Gould, sales service manager, takes over for McQuade and Don Steffens, sports coordinator, for Gould . . . Doug Setterberg to commercial manager of KETO, Seattle.

## Networks

Here's the ratings ranking of the top 15 network shows by Nielsen in the second October report for the two weeks ending 21 October.

Show	(%)	Homes (000)
Beverly Hillbillies	(33.7)	16,783
Lucille Ball	(30.9)	15,388
Ben Casey	(30.8)	15,338
Bonanza	(30.0)	14,940
Red Skelton	(29.0)	14,442
Candid Camera	(28.8)	14,342
Danny Thomas	(28.8)	14,342
Andy Griffith	(28.7)	14,293
Dr. Kildare	(26.0)	12,948
Dick Van Dyke	(24.8)	12,350
Hazel	(24.5)	12,201
Jack Benny	(24.1)	12,002
Ed Sullivan	(23.9)	11,902
I've Got a Secret	(23.4)	11,653
World Series M-F	(23.3)	11,603

Note: Among these top 15, ABC TV has one show, CBS TV, 10 and NBC TV, four.

The Magnavox buy of the full NBC TV hour-long color special yesterday on the proposed National Cultural Center in Washington, D. C., was a conspicuously rare example of compatible commercial sponsorship.

The tie-in defied the frequent agency plaint that networks, by

keeping show content hush-hush in an effort to skirt sponsor interference, discourage this kind of blend.

ABC Radio has put together some figures on retail sales to laud coverage by its affiliates in the top 200 markets.

According to the network, ABC Radio has more affiliates in these markets which account for 69.9% of all retail sales.

**PEOPLE ON THE MOVE:** Ted Reinhard to regional manager, NBC Station Relations. He's been manager, NBC-TV Co-op Sales, since 1960.

## Reps

The industry's search for the proper approach to computers continues, with the latest review coming from rep circles.

Daniel Denenholz, vice president and research and promotion director of Katz, offered four suggestions to station operators to help them "live with the computer." What he told the Ohio Assn. of Broadcasters last week:

(1) Keep informed about what's going on.

(2) Urge TvB and RAB to set up the necessary machinery to work with agencies and research services on data requirements.

(3) In self-protection, be realistic about furnishing additional audience data, preferably through syndicated services, to satisfy agency requirements once they are defined.

(4) Encourage research designed to replace subjective assumptions with objective facts.

The new role of the station rep—that is, as marketing adjunct of stations—was outlined by Young Tv's Robert A. Burke.

The marketing and sales development director of Young's west coast operation told a San Francisco seminar of Young-repped western tv stations that the rep now attempts to fill the role of marketing man in addition to his sales functions.

Other subjects discussed: effective local promotion and merchandising ideas in support of national advertiser campaigns, communication between station and rep, im-

**ONE BUY!  
FOUR  
MARKETS!**

**walb-tv**

CH.10-ALBANY, GA.

- ALBANY
- DOTHAN
- TALLAHASSEE
- PANAMA CITY

**GRAY TELEVISION**

ABC

**wjhg-tv**

CH.7-PANAMA CITY  
FLA.

Raymond E. Carow  
General Manager

**366,000  
TV HOMES\***

\* ARB, Nov. '61

One buy—one bill—one clearance!

Or stations may be bought individually for specific markets!

Represented nationally by  
Venard, Torbet, McConnell, Inc.  
In the South by James S. Ayers Co.



portance of greater cooperation between western stations and the Los Angeles and San Francisco offices of Adam Young.

**Rep appointments:** KSL (AM & TV), Salt Lake City, to Peters, Griffin, Woodward, from Blair.

**New quarters:** Peters, Griffin, Woodward has moved to new and larger offices in the Prudential Plaza in Chicago.

**Kudos:** Stephen A. Machcinski, vice president and general sales manager of Young Television, has been named chairman of the SRA Television Trade Practices Committee, replacing Ed Shurick, recently-resigned from Blair Television . . . Martin L. Nierman, executive vice president of Edward Petry, has been re-elected to the Board of Directors of the TvB.

**PEOPLE ON THE MOVE:** Richard Carleton Meeker, formerly account executive at KNXT, Los Angeles, to the West Coast office of Adam Young . . . Irwin Spiegel

to a promotional specialist in the New York office of Avery Knodel . . . Ray Padden to account executive in the Los Angeles office of Venard, Torbet & McConnell . . . Robert A. Stuart to the Chicago tv sales staff of Katz.

## Film

Watch for Japan to become a top outlet for U. S. tv export.

This is the opinion of Willard Block, international sales manager for CBS Films. He's just returned from a Far East business trip where he made new sales or renewals on nine CBS entertainment series and a renewal of the news and public affairs contract with the Tokyo Broadcasting System.

New developments in Japan, according to Block:

- Despite the current quota, prices for top U. S. tv shows continue to rise, in some cases as much as 25% in the last year.

- Set circulation continues to increase, with the level today now 11 million homes serviced by 130 stations.

- The Japanese government has indicated that within the next two years the 10% of those imports still regulated will be decontrolled, including tv programs.

Two Chicago advertising and film men have gotten together to form a new tv film and motion picture company.

Called The Film-Makers, the company is headed by Lincoln Scheurle, for 10 years a copy supervisor and tv-radio producer at JWT, Chicago, and Edward E. Katz, a financial and production expert in film enterprises.

The concept of the new company: to fill the gaps which exist between the film studio and the ad agency. They will work closely with the agency account group, selling the service function rather than the manufacturing function of the outfit.

Film-Makers is located at 615 North Wabash Avenue, Chicago.

The independent film producing firm of QM Productions has become the fifth such to contract with

## Newsmakers in tv/radio advertising



**Roy Shapiro** has been named assistant director of research for Westinghouse Broadcasting. He comes to WBC from ABC's research department, where he's been senior analyst. He formerly held a marketing research post at Benton & Bowles. Shapiro fills the post vacated by James Yergin, who assumed the director of research post.



**George Schmidt** has been elected vice president of Radio T.V. Representatives, national rep. Schmidt, who has been with Radio T.V. Representatives for over five years as sales executive, has wide experience in the industry. He was with WOR, New York, for over 20 years. He will also assume the duties of eastern sales supervisor.

**Bert Briller**, formerly with ABC TV as vice president for affiliate communications and a member of the executive committee, has joined MPO Videotronics as assistant to the president. He'll head up the company's tv programming. Prior to ABC, Briller was four years with *Variety*, and with WNEW and WOR, in New York.



**William H. Stipich** will fill the newly-created post of director of marketing services for the Jos. Schlitz Brewing Co., reporting to director of marketing Fred Haviland, Jr. Stipich joined Schlitz in 1958 as sales promotion manager. Prior to that he was a merchandising and sales promotion executive with two Milwaukee breweries.



United Artists Television for one or more network pilots.

Headed by Quinn Martin, QM has already completed two scripts, one of which will go to pilot for ABC TV this season.

**Production agreement:** Aniforms, a newly-patented technique for achieving instant animation on tape without the impediments of stop action, has signed an exclusive agreement to work with Videotape Productions of New York.

**Sales:** Tv Marketers sold its Tv 6 Pac series of Victor Borge-Selden Associates, VBS shows to WOR-TV, New York, and KTTV-TV, Los Angeles . . . King Features Syndicate's cartoon trilogy ("Beetle Bailey," "Barney Google-Sniffy Smith," and "Krazy Kat") to WPIX, New York, KTLA, Los Angeles, WTAE, Pittsburgh . . . Screen Gems' 156 five-minute Hanna-Barbera cartoons to 17 more stations, upping total markets to 51 . . . Allied Artists Tv's Science Fiction Theater to WTVN, Columbus, WATC, Lafayette, WISN, Milwaukee, WLAC, Nashville, WSLs, Roanoke.

**New properties:** Filmvideo Releasing Corp. of New York is distributing "Kiddie Camera," a 150-episode, five-minute series with a kid's eye view of the news. The tots make the news and narrate each sequence.

**Financial report:** Trans-Lux earnings for the first nine months ended 30 September were up over the same period of 1961. Net profits amounted to \$532,235 or 72 cents per share, compared to \$465,815 or 63 cents per share in the corresponding period of 1961.

**PEOPLE ON THE MOVE:** Sidney Ginsberg to assistant vice president of Trans-Lux Pictures Corp. and Harry Semels to production head of Trans-Lux Television . . . Bert Briller to assistant to the president of MPO Videotronics, from vice president for affiliate communications at ABC TV.

### Station Transactions

Cleveland Broadcasting, Inc., owners of WERE, Cleveland, is the latest to hop on the uhf bandwagon.

The company has applied to the FCC for a construction permit for tv channel 19 in Cleveland.

At present there are no uhf stations operating in the Cleveland market, though three channels are available.

KVON, Napa, Cal., has been sold by Mr. and Mrs. Jack Wallace to Jan-Lar, Inc.

Lawrence B. Scheer is president of Jan-Lar and J. E. Lynne is secretary-treasurer.

Price of the sale, negotiated by Blackburn & Co., was \$275,000.

KBLF, Redbluff, Cal., was sold by Victor Industries of Chico.

Buyers are North Sacramento Valley Broadcasters, a group headed by William Baumgarten, present station manager.

Sale price was \$120,000 and the transaction was handled by Lincoln Dellar, Beverly Hills.

**NBC's radio o&eo in San Francisco,** for 15 years known as KNBC, changed its call letters yesterday to KNBR (AM & FM).

Reason for the change: NBC wanted to switch the "KNBC" letters to Los Angeles in place of the tv station designation in that city of KRCA.

The FCC has approved the license transfer of WFOX, Milwaukee, to Fox Broadcasting from Howard Miller Enterprises.

Purchase price: \$385,000.

**Here and there:** Indiana's newest tv station, WTAF-TV, Marion, began regular telecasting operations on 3 November, operating on ch. 31. Robert Fincannon is general manager of the new station . . . S. S. Hazard, manager of the new Jackson, Mich., radio station scheduled to start on or about 1 January, says the call letters will be WJCO, instead of the originally assigned WRST . . . Tom Davis, general manager of WAAF, Chicago, and Chicago public relations counselor Fred Livingston, have teamed up and filed application with the FCC for uhf channel 38. Partnership operates under the name **Chicago-land TV**, and is located at 218 E. Ontario Street, Chicago.

### Public Service

There's a unique example of a community service project underway in Portland, Ore.

It's this:

KEX will pipe in four newscasts a day to Tektronics, a local electronics firm just outside the city. Tektronics requested the use of the newscasts at 9 a.m., 12 noon, 2 p.m. and 8 p.m. in order that they may be aired to its 5,000 employees via the company's intercom system.

**Public service in action:**

- Every hour on the hour

## check our "ratings," too, before buying or selling a broadcast property

Join the hundreds of satisfied clients who have benefited from Blackburn's *Total View* of TV and other media. Our analysis of the ever-changing market puts all of the facts—pro as well as con—in proper perspective.

## BLACKBURN & Company, Inc.

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333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

### ATLANTA

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Stanley Whitaker  
John C. Williams  
Gerard F. Hurley  
1102 Healey Bldg.  
Jackson 5-1576

### BEVERLY HILLS

Colin M. Selph  
C. Bennett Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-8151



WTAC's Emergency Message Center reaches the Flint-Saginaw-Bay City-Midland area with vital messages for residents. The service is designed to contact people in the case of personal or business crises.

- **Doug Adair, WJW-TV**, Cleveland, reporter, donated his time to do all the audio on the United Appeal's tv spot announcements.

- **KRON-TV** hosted over 100 teachers of the San Francisco Public School District on Business Education Day. Harold P. See, general manager, and Al Constant, station manager, welcomed the group and department heads addressed them on various subjects of interest.

- **KEWB**, Oakland, turned over the entire profits of its "Disc/Coveries" album to the Boys' Clubs of America. Check totaled \$6,132.46.

- **KING**, Seattle, host Pat Lewis salutes members of the Junior Safety Patrol each day on his "Traffic Jamboree." Program will continue throughout the school year.

- **WJBK**, Detroit, has just produced a new series of safety announcements recorded by a group of Detroit youngsters ranging from six-10 years of age and representing their various schools.

- **WCHS-TV**, Charleston, W. Va., helped raise \$30,000 for the West Virginia 1963 Centennial through a three-hour Telerama offered to all the other tv stations in the state and carried by them.

Kudos: The Department of Health, Education and Welfare has lauded **WLBW-TV**, Miami, news department and director Paul Frank for their documentary "Picture of a Cuban" . . . A U. S. Coast Guard certificate of appreciation was presented to **WMAL-TV**, Washington, D. C., in recognition of the station's 13-week series, "Safety Afloat," a course in small boat seamanship . . . **KTBC-TV**, Austin, won the Elkins Educational Trophy Award of the Texas Assn. of Broadcasters for efforts on behalf of education in its community . . . **KDAL-TV**, Duluth, won two of the Minnesota Education Assn.'s 1962 School Bell Awards. First, for having the best one or two-part education program on a commercial station and second, for the best series of education programs

# Always the Winner In the Central New York Market!

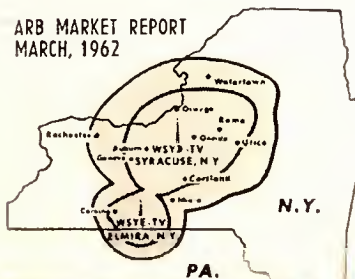


There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.

ARB MARKET REPORT  
MARCH, 1962



**Delivers 50%\***  
**more homes**  
**than Station "B"**

## WSYR • TV

**NBC  
Affiliate**



**Channel 3 • SYRACUSE, N. Y. • 100 K W**

**Plus WSYE-TV channel 18 ELMIRA, N. Y.**

Get the Full Story from **HARRINGTON, RIGHTER & PARSONS**



# SELLER'S VIEWPOINT

**PERRY S. SAMUELS**  
General manager, WPTR,  
Albany-Troy-Schenectady

## What kind of a radio station are we?

There is little doubt that the first consideration in the choice of a radio station is circulation. Ears are, after all, what an advertiser wants the most of for the least money, and the radio rating services provide the buyer with a measurement of gross ears reached. It is not surprising that, in addition, conscientious buyers insist on as much qualitative research as they can lay their hands on to fit media and product together as closely as possible.

The radio industry has been under constant increased pressure from advertising agencies to provide more extensive demographic research. We at WPTR are delighted because it indicates an increased attention to, and increased awareness of, radio's outstanding media efficiency. We have just subscribed to a major project of this kind.

Let's take a hypothetical station, WZZZ. It provides the buyer with the quantitative research he needs to satisfy him that station WZZZ is his most efficient buy. Then he presents audience composition research regarding age, income, and any other that is available, again satisfying the buyer that station

WZZZ is the most efficient vehicle for his client's advertising. After all is said and done, station WYYY (why? why? why?) gets the business, because in the words of the buyer, "we don't buy your kind of station."

Horrendous?

Not necessarily.

There are unique situations which might justify this point of view. The kicker only comes when the WZZZ salesman asks the buyer, "What kind of radio station are we?" and the buyer has no real idea.

He knows that WZZZ plays popular music, for example. He also knows, from the quantitative and qualitative research he has seen, the people to which the station appeals. Perhaps he argues about the amount and effect of public service broadcast by the two stations, the quality of the salesmanship of their air personalities, the alertness and production of its news department, the aggressiveness of the respective sales organizations in supporting the campaign locally through brokers and distributors, and the value placed on the stations by local advertisers.

Unfortunately for his client,

more often than not he has no idea about these things and, what's worse, he cares less. In fact, he is surprised to have to admit he is buying a number of stations whose programming (at least the little he knows about it) is very similar to WZZZ's. No, he blindly and unreasonably simply does not buy "that" kind of radio station (whatever "that" kind of radio station is anyhow).

I can think, for example, of a number of popular music radio stations I have heard whose music fare examined in broad categories is very similar to WPTR's, whose approach to news length and scheduling is very similar to ours and so forth, but who are as different from us as day and night. When I think of the differences in approach, attention to detail, public conscience, personnel, sales aggressiveness and effectiveness, and a myriad of other contrasts, I cannot help but be annoyed at being grouped with them. I think it is only fair to mention the other side of the coin. There are many stations with whom we are often classed, whose proficiency in major and costly public service events, for example, we still can only strive for.

How about network affiliates? Well, how about them? Some are the rating and audience leaders of their community. Some provide imaginative and impressive community service. And some are buried in the morass of also-rans, depending on the networks and unedited, unsupplemented wire service copy for their news, and depending on their laurels, and tv facility to maintain their balance sheets. Right? Think about it. Then, "What kind of radio station are we?" Why not find out?

More and more alert agencies (and clients) are hiring radio program specialists. Why not? More and more buyers are asking these program specialists and station sales representatives for information about the truly important differences among stations. They're interviewing station executives in order to be more knowledgeable of station philosophies and policies. And in many cases they're getting the surprise of their lives. Ask them!



*Perry S. Samuels has been general manager of WPTR, Albany-Troy-Schenectady, N. Y., since February 1962. Prior to joining this station, he held the same position at WBNY, Buffalo. His earlier experience includes five years as an account executive for WMCA, New York, and on-the-air posts at other radio stations. Samuels is a graduate of the University of Illinois.*



# SPOT-SCOPE

Significant news, trends, buys in national spot tv and radio

Signs are appearing all the time that indicate a growing awareness on the part of advertisers regarding spot's effectiveness for various specifics.

Latest example of this is the hefty campaign, out of Hoyt, on behalf of The New York State and New England Apple Institute. The breakdown: 115 spots per week for three weeks in the New York radio market; 68 daytime and evening spots per week in the New York tv market; 350 spots per week on New England radio.

Coordinating with the Institute, the Western New York Apple Growers Assn., also Hoyt, bought 300 spots per week on 18 radio stations in Pittsburgh, Erie, Scranton, Youngstown, Miami-St. Petersburg.

The Kellogg Corn Flakes campaign (Burnett) still remains a standout in recent radio history because of its tv-sized budgets which provide market penetration.

The buy includes several stations in each market. Five weeks ago the buy was expanded to include some southeastern markets. And there is strong feeling among reps and station people that Kellogg will eventually go national with the campaign because of its reported success thus far.

Campbell's newest canned line, Bounty (NL&B), still doing very well in three tv test markets, has moved up the start dates in five additional markets.

Expansion was to have taken effect today, 12 November. Reason for the delay until 26 November? Bounty's distribution structure is not thoroughly established as yet.

DeLuxe-Reading Toys, which found its maiden venture into spot tv fruitful beyond expectations last year, is pouring nearly \$3 million into that medium this year via a heavy saturation campaign.

Over 325 stations in some 200 markets are carrying the saturation spots in afternoon times with heaviest concentration on Saturdays. Thanksgiving specials and movies are also heavily slotted.

The campaign, out of Zlowe, will be brought to a climax 15 December.

Most notable spot tv news on Michigan Avenue is the spurt of business to come out of Foote, Cone & Belding, somewhat of a surprise to reps because of the agency's traditional bent for network.

In addition to the Paper Mate buy reported last week, FC&B has also made a sizeable spot purchase for Kleenex. Schedule is to promote the recent variations on its new packaging concepts and sizes. Armour's Princess Dial is also doing some spot tv buying out of the agency.

For details of last week's spot activity see items below.

## SPOT TV BUYS

Lentheric is expanding its Christmas promotion of Tweed. Tv test markets will be used starting 27 November and schedules call for 10 and 20-second announcements. Agency on the account is Altman, Stoller, Chalk Advertising.

Simoniz is lining up day and nighttime minutes in preparation of a six

THE ROAD TO MARKET  
MUST PASS MAIN STREET  
**To reach Main Street,  
U.S.A., turn at Mutual.**

Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.*

**Mutual Radio** 3M

A Service to Independent Stations



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General Services  
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Madeline Camarda  
Michael Crocco  
Rose Alexander

## SPOT-SCOPE | Continued

to eight weeks campaign to push its Vista-Kit. Starting date is set for 1 January 1963. The top 100 markets will be involved in the activity. Agency is Dancer-Fitzgerald-Sample, New York. Marty Ozer is doing the buying.

Tussy Cosmetics kicks off on 12 December with a three-week, pre-Christmas campaign. Schedules of minutes and 20's will run in several selected markets. Young & Rubicam is the agency on the account.

Vick Chemical has some action going in some 40 markets for its Tri-Span cold tablet. Duration of the campaign which began 1 October, is 11 weeks. Nighttime fringe minutes plus a scattering of prime time minutes are being used. Agency: SSC&B. Buyer: Wayne Silbersack. Vick is also active in 30 selected markets for its Sinex on a 10-week run. Starting date was 1 October. Schedules call for fringe nighttime minutes and occasional prime time minutes. The push is slated for a week-long hiatus during the Thanksgiving holiday.

### SPOT RADIO BUYS

Appian Way Piza, a new item, is buying a 13-week schedule in major markets. Target of the campaign: the teenage market. The buy is out of Foote, Cone & Belding, Chicago.

Florists' Telegraph Delivery Assn. is buying pre-Thanksgiving and Christmas saturations from one of the most extensive market lists to appear in a long time, in order to reach a mass audience for a seasonal push. Agency is Keyes, Madden & Jones.

Kitchens of Sara Lee will run a two-week radio campaign concurrent with its tv spot schedule, reported here last week. This is a pre-Christmas push for coffee cakes. Radio is being bought in markets not equipped to handle Sara Lee's taped tv commercials. Agency: Hill, Rogers, Mason & Scott.

The Book of the Month Club has a small campaign going in a number of selected markets. Schedules call for 30's and 10's. Agency is Schwab, Beatty & Porter.

Vick Chemical today, 12 November, takes the lid off a 10-15 week drive for its Vapo Rub and Cough Drops in some 50 or 60 markets. Schedules call for drive time minutes. Agency: Morse International. Buyer is Mary Ellen Clark. Other Vick radio action includes a test campaign in Cincinnati, Milwaukee, Grand Rapids, and Huntington, W. Va. for its Theracin. Morning drive time minutes are being used. The test in these areas began 15 October and is scheduled to run through 16 December. SSC&B is the agency. Wayne Silbersack is the buyer.

Candettes, Pfizer Products' medicated throat discs, has some action going in nearly all the top markets. The campaign, scheduled for a 19-week run, got off the ground last week. Time segments: Traffic and housewife times. Ted Gotthelf is the agency. The buyers: Virginia Burke and Marge Monahan.





**YOU MAY NEVER HEAR THE LOUDEST NOISE\*—**

**BUT... WKZO Radio Is Heard *Most*  
in Kalamazoo-Battle Creek  
and Greater Western Michigan!**

WKZO RADIO MARKET  
COVERAGE AREA • NCS '61



Count the decibels!—NCS '61 credits WKZO Radio with more circulation than *any* radio rival; with 40.4% more than *all other* Kalamazoo stations put together.

More: Pulse (Sept. '61) shows WKZO Radio outrating all competitors in Kalamazoo-Battle Creek and Greater Western Michigan *in all 360 quarter-hours surveyed*.

Still more: Greater Western Michigan is growing fast. Sales Management has predicted that Kalamazoo alone will outgrow all other U.S. cities in personal income and retail sales between 1960 and '65.

Let your Avery-Knodel man tell you the rest of the story.

*\*When Krakatoa (Indonesia) erupted in 1883, the explosion was heard loudly 3,000 miles away.*



*The Feltzer Stations*

**RADIO**

WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTU-FM CADILLAC

**TELEVISION**

WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTU/CADILLAC-TRAVERSE CITY  
/WWUP-TV SAULT STE. MARIE  
KOLN-TV/LINCOLN, NEBRASKA  
/KGIN-TV GRAND ISLAND, NEB.

**WKZO**

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK**

**AND GREATER WESTERN MICHIGAN**

*Avery-Knodel, Inc., Exclusive National Representatives*

*If you lived in San Francisco...*



*...you'd be sold on **KRON-TV***